

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXII. NEW YORK, JANUARY 29, 1908.

No. 5.

Mark This Page—Pin It To Your Letter Write Me a Letter To-day.—(Like this:)

W. H. BLACK, BUTTERICK BUILDING, NEW YORK: Without putting ourselves under obligation and positively without committing ourselves in any way, we might be interested in talking over with you, here in our office—some day, the possibility of applying to the promotion of our own business the principles and selling methods by which some of your successful advertisers solved problems like ours.

For your information in advance—so that you may be prepared to offer us the kind of facts and counsel that will be of greatest practical use to us—we answer here as many of your questions as we believe will be necessary for your information.

Signed.....

Title.....

Firm.....

Address.....

[The Combined Advertising Departments of the DELINEATOR, the DESIGNER and NEW IDEA WOMAN'S MAGAZINE, form the largest, most efficient, single power for business promotion in the world—strong enough in itself to assure the success of any good article. They carry your business message to the best customers of every good store in the United States that sell, or should sell, your product.]

Send me this letter to-day. It costs you nothing to find out how much you can benefit by measuring up your own plans against our experience; the fruit of years of intimate study, of problems solved and methods used by busy and successful advertisers. You have nothing to gain by patting it off. You have everything to gain by doing it NOW. Fill out this blank. Mail it to-day.

W. H. BLACK,
Mgr. of Advertising,
Butterick Building,
New York.

Is your product sold to Consumers?

In what kind of Retail Stores?

If you were advertising, would it be—to make sales at Retail Stores?—or to make sales direct to Consumers?—or both?

Is your product made or marked so the Consumer can recognize it if you explain its difference from other similar products?

Is it trademarked?

How widely are your goods distributed over the U. S.?

How many Retailers have you?

How many SHOULD you have?

How many Wholesalers have you?

How many SHOULD you have?

In how many towns, and places are your goods sold in at least one store?

Do you or do you not trace your distribution as closely as this?

(Your estimate): These Retail Stores now put your product within reach of *what proportion* of possible Customers? (out of the total of possible Customers in the U. S.)

Do you sell direct to Retailers?—or only through Wholesalers?—or both?

How many salesmen have you? How closely do they cover the country?

Do you name the price that the Consumer pays for your article, or not?

What is the main Consumer-Buying Season?

And when is the Dealer-Buying season?

Is this season really ended for your Factory and Sales department?—Or can you still book new orders and add new Dealers?

What per cent. of increased sales should you have next season?

And what form of increase do you most desire? To get your goods into MORE TOWNS all over the U. S.?—Or to win MORE STORES in each town?—Or to get MORE GOODS into each store that you have now?

The
only
American
Advertising
Agent in
Europe.



**My message to the
American Manufacturer**
"Look abroad for Profitable Markets!"
"Look to Great Britain!"

Great Britain is the Biggest and Richest open Market in the world.
It contains larger opportunities for a greater variety of American products
than any other country on the map.

*I know the people and the field—what they want and how to reach them. I know
how to build a British trade, how to help you find your opportunity and how to
grasp it. What is more—if you do not wish to put your own selling force in the
field, I can put you in touch with reliable agents here.*

PAUL E. DERRICK, The Paul E. Derrick Advertising Agency,
34, Norfolk St., Strand, London, England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LXII.

NEW YORK, JANUARY 23, 1908.

NO. 5.

A FEW WEEKS WITH JOHN BULL.

Fourth Article.

About twice a year the American newspapers find it necessary to reprove the British penny weekly for its unseemly methods of getting circulation. To-day it is the limerick craze, and yesterday it was buried treasure, and before that it was something else.

Our newspapers find these circulation schemes undignified and lowering, and no proper way to get circulation. They find them so editorially, at least, and editorially reprove John Bull. Then if the scheme really has some possibilities, they import and apply it to their own circulation ends.

Rather strange that, with all this reproof, one hears little of the real reason why John Bull goes after circulation in such fashion.

The British Postoffice—that is the reason.

Who hasn't heard the American postal reformer dilate on the beauties of the British Postoffice, with its telegraphs, its parcels post, its bank and life insurance features, etc? Who hasn't wished that our own effete Postoffice were something like John Bull's?

Now, the British Postoffice is, veritably, an efficient institution. It handles letters with speed often astonishing to a Yankee, and likewise neatness and accuracy. Its telegrams at six cents for twelve words are certainly cheap—if you don't have to use twelve words for the address and your signature. The British parcels post is fine if you want to send some-

thing weighing about ten pounds for twenty cents, and the reverse if you have a lot of three-ounce samples to mail. In this country Uncle Sam would take them for three cents apiece. But John Bull counts each a pound, and charges six cents.

It is largely a shortcoming of the British Postoffice that breeds the buried treasure and limerick circulation scheme in England.

John Bull makes a profit exceeding \$25,000,000 a year on his postal business, and it is an important source of imperial revenue. Therefore, he is extremely reluctant to give a newspaper mail service like that given by Uncle Sam under our second-class matter regulation. He says he can't afford it.

You can mail strawberries, fresh fish and eggs in England. A woman mailed a live baby to a charity home some time ago, and thus got rid of it as effectually as though she had left it on a door-step, for the sender could not be traced. And while the Postmaster-General complained against such mailings, and declared that they were irregular, very, you know; and it is to be hoped the public will not do it again; nevertheless the baby, when delivered by the Postoffice, was peacefully sleeping in its box.

Try to mail a publication so as to make a profit on it, however, and the British Postoffice is a most unserviceable institution.

It will carry a newspaper, properly registered as such, for one cent, and it may weigh anywhere up to five pounds, and have as many supplements as you please—the charge will be the same. But if the newspaper.

weighs only one ounce, like a penny weekly, a publisher must pay sixteen cents to mail a pound of them to sixteen subscribers, where Uncle Sam would weigh them in bulk and carry them all for a cent, and take them six times as far as the British inland service can possibly go.

The British Postoffice, too, makes no newspaper rate on anything published less frequently than every seven days. That eliminates all the monthly and semi-monthly magazines, which have to go letter post, so that the English edition of *Scribner's*—which is the American edition with but a few pages of advertising—costs six cents to mail. Uncle Sam would charge only two cents to carry three copies of such a magazine—weight ten and a half ounces.

John Bull knows nothing of weighing newspapers in bulk for mail purposes, and so there is in England hardly any such thing as subscription circulation, and thus all periodicals are sold on news-stands, and when one subscribes by mail they cost twice as much; and out of these conditions grow the limerick craze, and buried treasure craze, and similar expressions of the inner longings of the British circulation manager.

On the news-stand a monthly like the *London Magazine*—somewhat similar to *McClure's*—will cost you a dollar for twelve issues. Subscribe to it by mail, and the publisher has to charge you two dollars. A penny weekly like "*Tay Pay's*" costs \$1.04 a year on the news-stands, and by mail \$2.08, the subscription rate by mail in England being as high as that abroad. A daily business paper like the *London Financial Times* costs \$6.24 a year on news-stands, and \$9.36 by inland mail.

Consequently, all circulation in Great Britain is news-stand circulation, except for a freakish low percentage sent by mail, and where our circulation manager has the benefit of stability in at least forty to sixty per cent of his clientele, and knows that he

has to persuade, convince and induce that many readers to subscribe but once in twelve months, the British circulation man is continually building his house on sand, and has to fight for his readers week by week. Little wonder he beats a gong or runs a lottery to get them.

The number of letters received per capita in Great Britain last year was 64, post-cards 19, half-penny packets (advertisements, tax notices, etc.) 21. But the per capita of newspapers mailed was only four copies!

The result of this discrimination against periodicals by the British postal system has been to build up a magnificent news-stand and news company organization all over the Kingdom. Publishers favor the news companies, and the latter are so powerful that they can make or unmake a periodical—some years ago, for instance, they refused to carry a flashy "society" sheet, and it straightway died. Publishers even uphold the news companies and oppose reform in the Postoffice newspaper mailing regulations, fearing that competition by the Postoffice might injure them with the news companies. As distributive machinery the latter are as efficient and as cheap as any postal service could well be. But no consistent subscription building is possible where readers have to be led to buy the publication issue by issue. So all of the sensational methods in circulation getting are due to the lack of yearly subscribers, as well as much of the trashiness in the publications themselves.

The average Englishman has nothing but contemptuous words to express his opinion of American journalism as exemplified in our daily papers, and points to his own dignified newspapers in contrast—with perhaps an apology for his ha'penny press.

If American daily papers were as low as he fancies them to be, however, they would still stand far above the institution known as the British penny weekly.

The latter is fairly represented

(Continued on page 6.)



If you have ever examined the "Club Offers" of magazine agencies and publications you have noticed that THE LADIES' HOME JOURNAL does not suffer a price reduction with the others, but that there is generally a note to the effect that THE LADIES' HOME JOURNAL can be added to any "Club Offer" by the addition of the regular price, \$1.50.

This means, for one thing, that we consider our publication worth its face value; and, for another thing, that more than a million buyers agree with us. It is worth something to an advertiser to appeal to a public which is willing to pay face value for an article that is worth it.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

by periodicals like *Answers*, *Tit-Bits*, *What's On*, *John Bull*, *Penny Pictorial*, etc. They are crudely printed on the flimsiest paper. Their illustrations are shockingly bad in quality. Their articles have neither timeliness nor continuity, being the cheapest re-hash of encyclopedia information and the most artless re-vamping of old jokes, and their whole menu is put together on a scheme that leads one to infer that their editors believe no reader can hold his or her mind on the same topic for more than thirty seconds. Some of the reformers who fought hardest for free education in England have expressed regret that the public was taught to read at all, if this is what it feeds on. Yet these snippet sheets pervade the whole Kingdom, and some are said to have in excess of one million circulation.

They are immensely profitable, beyond doubt.

We have nothing in the periodical line that will turn such a clear profit as the thirty-two pages of trash in the penny weekly. Take the *New York Times* literary supplement, pay two or three hacks to scissor out matter, print it on paper half as good. The *Times* supplement is given away with a one-cent newspaper, and makes a profit. The British penny weekly, though, is sold by itself for two cents. The profit can be imagined when one remembers that labor over there is cheaper, and that the British book publisher turns a comfortable profit on shilling books that could hardly be sold at three times the price in this country.

Taken as a potentiality, the British penny weekly is a thing in the publishing line full of possibilities even in this country. For here the logical price would be five cents. With a public educated to pick up such periodicals week after week, and our superior resources for making them attractive and readable, an American publisher ought to find them well worth studying.

All the great English publish-

ing fortunes of late years have been founded on the penny weekly, and are rooted in it as well. Lord Northcliffe (Mr. Harmsworth) began with *Answers*, and has thirty of these periodicals to-day. Mr. Pearson started with *Pearson's Weekly*. Sir George Newnes has taken many thousands of guineas out of *Tit-Bits*, his first periodical, and the first of them all. Many smaller successes have been based on this form of publishing property, for in its beginnings evidently but little capital was needed to launch a penny weekly, and dozens of Fleet street men took a gamble, and a fair percentage of them won.

The difficulty of getting a subscription following for these publications was probably responsible for sensational advertising that had, originally, no more wicked purpose than attracting readers and selling the paper on the news-stands week after week. But to-day these English penny weeklies are mere blinds for lottery enterprises—nothing more. Take away their prize competitions and force them to appeal to the public purely as reading matter, and they would probably be unprofitable properties, unless greatly improved in contents.

The limerick craze now at its height in England is fairly representative of all the similar crazes that have gone before. It started less than a year ago, and has rapidly developed into a gigantic gambling institution. Its mechanism is extremely simple. A penny weekly publishes, in each issue, a limerick lacking the final line, and cash prizes are offered for the "best" ending. The only condition imposed on competitors is that they send in a coupon from the paper and sixpenny postal order with each ending submitted. Nothing is given for this twelve cents, except a chance in a lottery thinly disguised as a competition in literary skill.

A few months after this pleasing pastime was invented there were at least twenty weekly and daily journals running limerick

features. The average normal issue of sixpenny postal orders in Great Britain is about 100,000 a month. By July, last year, the issue had grown to 1,700,000 a month, and the daily average ran to nearly double the normal monthly issue. More than \$60,000 a week was pouring in to the publishers who ran these competitions—three million dollars a year! The demand for sixpenny orders swamped the Postoffice, and blanks ran out.

Insofar as profit is concerned, the publishers seem to look for it on circulation, charging a percentage for the work of handling the replies received. They make no very great profit on the lottery itself. One weekly, for instance, received in a recent week 100,000 sixpenny orders, \$12,000, and paid out ten prizes of \$950 each. Prizes aggregating \$125,000 are said to have been paid out in a few months by another publisher. Great ingenuity was developed in offering rewards, some publishers giving an annuity for life to winners, and others a freehold house, with a weekly income for life.

Amusing incidents developed. They impose a tax in Great Britain on every person whose income exceeds \$750 a year. One of the prize-winners in a limerick contest got word of his luck from the revenue authorities several hours before the result was announced to him by the publishers, for the revenue people saw his name listed for a large prize before he did, and promptly assessed him the usual five per cent. He had never paid income tax before.

Where bad faith is charged in these contests is in the methods of determining whose limerick endings are "best." Publishers maintain that decisions are made by competent literary judges, and wholly on merit. But it has been asserted with a good deal of logic that a true consideration of merit is impossible, that the number of replies received gives work to a large staff of clerks merely taking the sixpenny orders out of the

When the newspaper that
**Tells Its Circulation
Every Day**

makes the statement that it has the greatest circulation of any two-cent morning or evening newspaper, such a claim can more easily be verified than that of a paper whose circulation is an unknown quantity.

During the past year no other Chicago newspaper has made such continuous circulation gains as has THE RECORD-HERALD.

THE RECORD-HERALD is now delivered in more homes than any other two-cent English newspaper in the United States.

Circulation for November 1907

Daily	Sunday
<i>Exceeding</i>	<i>Exceeding</i>
154,000	223,000

GAIN OVER 1906

Daily	Sunday
<i>Exceeding</i>	<i>Exceeding</i>
8,000	16,000

**THE CHICAGO
RECORD-HERALD**

letters, and that winners are picked haphazard.

The Attorney-General has decided that these competitions are "contests of skill," and therefore legal. So the craze has grown and grown, extending beyond publishing and into trade. Many of the retail shops in London conduct limerick competitions, but with a straightforward merchandise sale as the basis. Thus, a brand of cigarettes is advertised by a contest in which \$15 a week for life is the prize, but each contestant sends about sixty-five cents for a trial package of 100 cigarettes. Sir Thomas Lipton's stores offer cash prizes, but require only that a wrapper from Lipton's tea be sent. Limericks in such cases are written around the goods advertised.

The original idea has been amplified in dozens of ways. Some publications, instead of limericks, base their contests on estimates of the number of births that will be shown in a given city in a given week by the official returns,

Another penny weekly has a plan whereby each copy is numbered, and every week ten numbers are drawn, the readers holding those copies being paid a sum of money to do "circulation work" for the publication. This work may be merely chatting about the paper with friends, or distributing copies, or telling the editor how difficult it was to buy the paper last week in a certain village.

Many of the papers circulated by such schemes appeal to boys and girls, others to women. The "trust" idea is widely employed in getting new readers, boys and girls being given free copies and paid commissions for promises to buy the paper weekly. Large advertising is done in daily papers on behalf of these schemes.

Lately there is a pronounced demand in England for better reading, reflected in the success of publications like *T. P.'s Weekly*, which has real personality and solidity, and has grown without resort to schemes. But the British magazine as a whole strikes an American as being shallow, and without character, and one very much like another. The Englishman doesn't seem to develop the art of manufacturing magazines as we know it in this country, and cannot begin to lay down periodicals as well printed and illustrated as our representative monthlies. Nor has he grasped the better principles of American magazine writing and editing. Where the American periodical is concerned with what is going to happen to-morrow, and has a strong element of timeliness, the British magazine deals extensively with the past. There must be plenty of present-day activity to record in England's industries. But the magazines don't record it.

In circulation work the lack of a channel through which the publisher can deliver his periodical regularly to the reader, selling it to him by the year instead of by the issue, is a grave handicap. It eliminates most of the circulation methods, clubbing offers, book premiums and other aids

known in this country. One of the American managers who went to London lately is working on a plan whereby six magazines can be delivered monthly through a newsdealer, and thinks that it can be made successful with high-grade publications selling at a shilling. The penny and the shilling are standard magazine prices—two cents and twenty-five cents. Sixpenny weeklies are chiefly of a heavy kind, like the *Spectator* and *Saturday Review*. *Punch*, the *Academy* and some others are sold for threepence. Above the shilling magazines come weighty reviews at two shillings and half-a-crown, but of these it has been said, with a good deal of plausibility, that through them a few academic writers talk merely to the members of their own clubs.

As an indication of the publications that people really want in England, and buy to read, the following list of those carried in the library on every Cunard liner is of interest:

Illustrated London News, Graphic, Black and White, Sketch, Sporting and Dramatic News, Gentlewoman, World of Dress, Ladies' Pictorial, Queen, Engineering, Engineering Review, Field, Punch, Temple Bar, Timber, Textile, Mercury, Weekly Times, Onlooker, Outlook, Sphere, Tatler, Chic Parisien, Car, World, Strand, Windsor Magazine, Novel Magazine, Royal Magazine, Pearson's Magazine, Church Family Newspaper, Connoisseur, Court Journal, Lady's Field, Country Life, Truth, Textile Recorder, World's Work, Westminster Review, Monthly Review, National Review, Burlington Magazine, Treasury, Hearth and Home, London Opinion, Rapid Review, Ireland, Play, Collector's Magazine, Timber Trades Journal, United Service Magazine, Modern Society, Womanhood.

American magazines are highly thought of among a restricted following in England, and conceded to be everything that our newspaper is said not to be. *Harper's Monthly* and *Munsey's* may perhaps be best known—or at least as well known as any. *The Century*, *Scribner's*, *Cosmopolitan*, *Everybody's*, *Delineator*, etc., are also valued. *Scribner's* has lately sent William Irving Hamilton to live in London and build up both circulation and advertising there. *System* has a

London office, in charge of K. W. Johnson, formerly with the *World To-Day*, and so has the *Business Man's Magazine*, of Detroit. Interest in business topics is growing in England, but it promises to be satisfied chiefly through British commercial periodicals, a number of which have been launched lately. Probably the largest circulation enjoyed by any American magazine in England would not run over 25,000 copies, and it is debatable whether any now entrenched in that field has as wide an audience.

A shilling is the standard price there for twenty-five-cent magazines, and our ten-centers sell for sixpence or eightpence. *Everybody's* is sold at a shilling, but this would appear to an outsider to be too high a price for the English market, when it is remembered that *Harper's Monthly* is sold for a shilling. The American edition of the *Delineator*, price fifteen cents at home, is sold for sixpence (twelve cents) in London. An odd custom encountered by the American circulation manager is that of giving the newsdealer thirteen issues for a year's subscription. It is evidently nothing more than a custom, and yet it must be treated as custom is universally treated in England—with observance and respect. When the British newsdealer sends in his order for a dozen magazines he means a baker's dozen, and won't be happy until he gets it.

Some of the American magazines are not circulated in England at all, except through direct subscription. The *Ladies' Home Journal*, *Saturday Evening Post*, *McClure's*, the *Street & Smith* magazines, etc., are unobtainable. Indeed, efforts are made to keep them out of the country owing to arrangements with literary agents, whereby stories and articles published in their pages are sold for publication separately in English magazines. It is said, though, that the *Saturday Evening Post* has 5,000 subscribers in England, chiefly English readers who are

interested in business and have found the magazine and are bound to have it. In view of this clientele of unsought subscribers, it would seem that the magazine might be profitably put on the news-stands over there. Mr. Philip S. Collins, circulation manager for the Curtis Publishing Co., says an English circulation has been considered a number of times. Subscriptions there, however, are now taken at a slight loss, owing to foreign postage, so that English circulation would be desirable only as it affected results to those using the magazine's advertising space. As advertisers are practically all Americans, and would not get returns from England, it appears wiser to build circulation in the United States.

One thing is certain when it comes to nationality in magazines, and that is that few periodicals written, edited and manufactured for the American market can ever appeal to a wide audience in England, or vice versa. That vague something which makes an English magazine slightly heavy to readers in the United States is just as evident in England when an American magazine is taken up, and gives it a superficial flavor. The brightest Yankee periodical, glanced at in staid London, even by an American, is apt to give the impression that its editor is bothering with a lot of superheated problems that will be forgotten to-morrow, just as the English review, read in New York, seems like a discussion of issues that ought to be buried and forgotten. Canada's Postmaster-General, in his wisdom, tried to give English magazines a preference by raising the rate on Amer-

The German Weekly
of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

ican periodicals and establishing a special classification for those from the home country. But if Canadians got London magazines for nothing they would probably still prefer those from the United States. The thing isn't difference of price at all, but of a few thousand miles of ocean, and vastly different living conditions, and occupations, and aims. It's nationality, and forms as definite a line of demarcation in reading matter as though the two countries spoke different languages. For this reason, circulation of an American magazine or newspaper in England, or circulation of English periodicals here, is always in the nature of a freak, and the most conspicuous success means only a small part of the public. The real public is never touched at all.

JAS. H. COLLINS.

THE ADVERTISING OF ROCKY MOUNTAIN TEA.

They do some very wonderful and smart things in the West, but the most patriotic westerner would hardly class the "poetic" advertising of Rocky Mountain Tea among our modern marvels. This product, it should be premised, is not of the Five o'clock variety, as consumed in fashionable reception rooms, nor yet that to which the bard alluded as

"The cup that cheers yet not inebriates."

Rocky Mountain Tea would appear to be a product that is strictly in the patent medicine line, yet it has—according to its poet—more fearful and wonderful effects than could ever be attributed to any of the standard proprietary articles. Some of the small western weeklies, for instance, are running the following psychological puzzle:

If fortune disregards thy claim,
Don't hang thy head in fear and shame

But marry the girl you love the best.
Rocky Mountain Tea will do the rest.

Now, what is this marvelous tea going to do? Make a fortune

for the despondent lover, furnish a home for the married couple, settle an annuity on the pair, or what? It would appear that it cannot be good for single life, because marriage is here made a condition, and one cannot help but suspect Cupid of having a proprietary interest in the article, especially when one reads this stanza:

Old maids would be scarce and hard to find,
Could they be made to see,
How grace and beauty is combined
By using Rocky Mountain Tea.

That the influences of Rocky Mountain Tea are not confined to humanity, seems evident from the following limping quatrain:

Don't you think you'd better let it,
When it is raining, rain away,
For the sun will be shining bright,
If you take Rocky Mountain Tea to-night.

Its potency must be indeed great to make the sun shine at night; and one has an uncomfortable feeling that all cannot be right with a preparation possessing such unnatural and unnecessary powers. In fact there seems to be no limit to its influence, and it would not be surprising now to hear of its being spoken of as a possible candidate for the Presidency next November.

P-S-S-T!

Some advertising writers throw the air mysterious around advertising. The office boy wears gum heels and goes "P-s-s-t!" when you enter. Even the 'phone bell is muffled. You feel that here is a wizard; you want to hold your breath and you expect him to say "Oggly, Woggly, Woo, Hi, Pon, Tush!" over your advertising.

Adwriting ability is simply experience, training, general business knowledge, temperament, salesmanship and system, backed by observation, a knowledge of human nature, horse sense and a good library.

That's all—it's simple—there is no mystery.

It's the man who hasn't these that furnishes the hocus-pocus.—*White's Sayings.*

AN unusual booklet comes from Louis F. Dow Co., printers in St. Paul. It is entitled "Quality Counts," and is unusual in that it exhibits such a high grade of workmanship from cover to cover. A firm that is capable of turning out a booklet of this character should exert a great influence for printing of the better sort in its territory.

RAILROADS' INCREASE LAND AND IMMIGRA- TION ADVERTISING.

A year ago every western railroad was forced under the Elkins law to cancel its free transportation to land any immigration agents not employed on a salary basis. This involved some fifteen thousand men. It was predicted by those interested in the development of western lands that the West would suffer because of this act.

It promised to do great harm, and did result in a sudden drop in passenger receipts westward on homeseeker's day—the first and third Tuesdays of each month—until the railroads devised a way out. They began using printers' ink with redoubled force. Almost every western line doubled its land and immigration advertising appropriation.

B. F. Yoakum, head of the Frisco-Rock Island lines, in a recent interview, said his road had spent six hundred thousand dollars in advertising western lands and excursion rates in the last fiscal year. The Santa Fé spent about \$400,000.

In consequence immigration traffic has increased for the year 1907 over 1906, despite the fact that fifteen thousand men were deprived of their passes, and the incentive to get up parties to take trips West.

The first land seekers' excursion West over the Santa Fé in 1908 carried forty-one car loads of homeseekers through the Kansas City gateway. One hundred and five thousand homeseekers bought tickets over the Rock Island road in 1907, of which 35,000 actually bought homes and located.

Other roads show a proportionate gain in immigration traffic and the West is benefited by the liberal use of advertising to off-set the pass feature.

Where there were fifteen thousand or more card passes issued to land agents by the five principal western lines not more than

fifteen are now issued, and these to strictly salaried employees who are not allowed to speculate or sell land to those they conduct West.

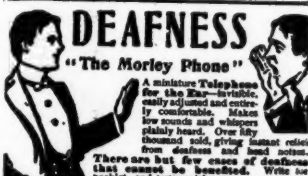
Of course many land agents travel over the lines, but they buy tickets. Many of them own private cars and ride through the country like magnates, except that their private cars are always emblazoned with their business, and are usually filled to overflowing with land buyers or prospective buyers.

Hundreds of new towns are springing up, the broad acres of Texas, Oklahoma, New Mexico and other States are being cut into small tracts by the farmers from the East.

The railroad pass had a great deal to do with starting this western land boom, but the railroad pass is not essential so long as the roads spend some of their receipts in advertising, and the southwestern lands continue to be such growing investments.

THE CLASSIFIED.

Little drops of adlets
Got by men of "sand,"
Make the mighty journal
On its legs to stand.



DEAFNESS
"The Morley Phone"

A miniature Telephone for the Ear—invisible, easily adjusted and entirely comfortable. Makes low sounds and whispers plainly heard. Over fifty thousand sold, giving instant relief from deafness and head aches. There are but few cases of deafness that cannot be benefited. Write for booklet and testimonials.

THE MORLEY COMPANY
Dept. 6, 31 South 16th Street, Philadelphia.



STRAIGHT LEGS

If yours are not so, they will appear straight and trim if you wear our Pneumatic or Cushion Forms. Adjusted instantly, impossible to detect. Easy as a garter. Highly recommended by army and naval officers, actors, tailors, physicians and men of fashion. Sent on approval. Write for photo-illustrated book and testimonials, mailed under plain letter seal.

THE ALLEN CO., Dept. 21, Buffalo, N.Y.

Curious juxtaposition of advertisements, from a magazine of recent date. The gentleman on the left has secured the other fellow's straighter legs, while he is vociferously calling for their return.

HELPING THE FARMER HELP HIMSELF.

HOW ADVERTISING IS HELPING TO
SOLVE THE GREATEST PROBLEM IN
AGRICULTURE.

Advertising is one of the greatest, if not the greatest, of educational forces of modern days—among grown-ups, at least, if not with the younger generation. Evidence of this is seen in every home, in every office, in every workshop, along every avenue of commerce. The housewife's labors are lessened by many contrivances that she has been taught to use—by advertising. The daily meals are more easily prepared, the dishes more varied, by reason of acquaintances made—through advertising.

Work in the office, in the factory, on the farm, is done more easily, more quickly, more economically and with better results by ways and means that have been taught the world's workers, largely through advertising.

Advertising has latterly been the medium for the circulation of more information, prejudiced though it usually is, than has ever before in the world's history been given the people in their homes—and without cost, too.

Nor does your advertiser stop at merely placing his special bit of information before his audience. He urges its memorization upon them—insists that we should try the practice of what he preaches. He makes it so easy to know new things—makes his new knowledge so attractive to learn—that we really feel coaxed to try how things go the way suggested. The advertiser experiments for us, or induces us to experiment for ourselves, in the way he directs, so that by practical example we may learn the truths he wishes to teach us.

This is true in many lines with which the general public are familiar. But this practical educational work is carried on even more extensively in directions that do not attract wide public attention, and with which few of us are familiar.

Consider the educational work being done in farming communities by manufacturers of commercial fertilizers, for example. To a great extent this is in close sympathy with the efforts of the United States Government through the Department of Agriculture toward helping the farmer help himself.

In a recent issue of the *Saturday Evening Post* a writer calls maintenance of soil fertility "the greatest problem before the American people to-day." "Only a few men," he says, "recognize the existence and the bigness of this question, and they are the kind that make very little noise in the world. The reckless and wholesale depletion of the fertility of the soil in this good land of ours—the practice of farmers taking everything they can out of the soil and putting practically nothing back—can result only in wreck and disaster as wide as the country itself.

"Unless there is a general and widespread reform in this matter of the mistreatment of the soil we are going to put, literally, millions of acres of good land out of business. In any State of the Union, from the richest to the poorest, the casual observer can see for himself how the soil is being bankrupted by heavy cropping and poor fertilization."

This writer further goes on to state that intelligent fertilization is the way and commercial fertilizers the means of correcting the state of affairs which he deplors at some length. That farmers are, year after year, waking up to these facts and to the remedy more and more, is greatly to the credit of manufacturers of commercial fertilizers and their agents.

Scientific farming along these lines has seen its greatest development in the South, for many reasons which it would take too much space to clearly explain. But the widespread and growing employment of commercial fertilizer in that section of the country is undoubtedly due, in large measure, to the efforts and ad-

Farmers do not readily accept mere theoretical arguments at par, so the text of the advertisements is largely built around "testimonials" or reports of actual tests. The chief object is to get the reader to send for the Year Book or ask the local fertilizer agent for a copy.

Special books dealing more fully with the requirements, individual crops and soils, or such particular subjects, have been and are still occasionally published—all of an educational nature. An idea of the extent of the company's business may be gained from the fact that over one million tons of their fertilizers were used last year. This means that more than *seven million acres* of land were fertilized, based on the average amount used per acre for various crops.

The Virginia-Carolina Company manufactures and sells what is known as complete commercial fertilizer, the compounds being varied to meet individual requirements. There are other fertilizer advertisers engaged in similar educational work, but with the idea of creating or increasing the demand for their own product. One company argues and demonstrates the value of potash and another nitrate of soda, these however being advertised merely as necessary ingredients of a "complete" fertilizer.

The advertisement shown is the work of the Hampton Advertising Company, the advertising being placed direct by the advertiser.

BANK ADVERTISING AN ART CALLING FOR PROFICIENCY.

Of the 12,500 depositors of the California Safe Deposit and Trust Company about 900 were gained in the month before the bank closed through the advertising done as a last means of attracting coin to the almost empty vaults of the failing bank. Unfortunately for the 900 depositors who were induced by this advertising to put their money into the custody of Brown and Barnett, the money was squandered almost as soon as the receiving teller got his hands on it; but, for all that, the fact that the bank gained 900 new depositors in a month demonstrates the value of advertising to a bank.

The California Safe Deposit and Trust Company did not fail because it

advertised, nor did it advertise merely because it was failing. Nearly all the best banks in the United States advertise to attract depositors. The notion that it is not "conservative" for a bank to advertise expired two or three decades ago. The strongest and most conservative banks in the United States do not disdain to conduct advertising campaigns. Banking is a business in which the amount of profit depends chiefly on the amount of the deposits. Consequently a good banker persistently and intelligently endeavors to draw depositors to his bank, just as a good dry goods merchant endeavors to draw purchasers to his counters. The fact that a bank advertises does not signify that the bank is hard pressed for cash, any more than the fact that a dry goods house advertises indicates that it is weak. By advertising a bank shows that its management is alert, aggressive and abreast of the times.

Of course, there are various ways of advertising a bank, just as there are various ways of advertising a dry goods house, and the character of a bank is in many cases indicated by the character of its advertising. One would not expect a wealthy, conservative bank to advertise like a circus, or like a cheap drink of whiskey. On the other hand, a good many banks that spend much money in advertising make the mistake of presenting their merits tamely and ineffectively in the effort to appear conservative. There is a golden mean of bank advertising. It is possible by taking thought to make a bank advertisement interesting, convincing and persuasive without making it in the least sensational or suggestive of the get-rich-quick class of financial institutions. If it is worth while for a bank to spend money in advertising it should be worth while to put some care and skill into the composition of the advertisements, for the productive value of an advertisement is determined not only by the character and circulation of the medium of publication, but also by the form of the advertisement. A bank which merely publishes its last semi-annual statement so many times a month fails to attract the large number of persons who do not understand an accountant's schedule. The average man does not comprehend the relation of capital and surplus to deposits. He cannot fail to gain an idea of a bank's strength from a formal statement of assets and liabilities. For him the statement should be explained in simple, untechnical language. Most of the banks in San Francisco advertise, but few of them advertise artfully. The banks of this city should give more attention to their advertising. They will find that it pays to be as careful of their advertising as of any other branch of their business.—*San Francisco Bulletin.*

Don't allow any sudden impulse or persistent longing for "something similar" to distract your mind from the immense power of individuality in the style of your advertising.—*Batten's Wedge.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.


Fort Smith, Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,328.

CALIFORNIA.

Oakland, Enquirer. Sworn average, December, 1907, 48,861. Largest circulation in Oakland guaranteed.


COLORADO.

Denver, Post. The trail of the mighty dollar leads from the West. Start it your way with a Wantad in the Post. Cir. dy. 59,674, Sy. 84,411.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post. Sworn daily, year 1907, 11,945. Sworn daily, Dec. 12,472.

 Bridgeport, Morning Telegram, daily. Average for Dec. 1907, sworn 13,007. You can cover Bridgeport by using Telegram only. Rate, 1/10c. per line, flat.

Meriden, Journal, evening. Actual average for 1906, 7,580. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average for 1906, 7,578; 1906, 7,672.

New Haven, Evening Register, dy. Annual sworn aver. for 1907, 15,720; Sunday, 12,102.

New Haven, Palladium, dy. Aver. 1906, 8,636; 1906, 9,649. E. Katz, Special Agent, N. Y.

New Haven, Union. Average 1906, 16,481. First 3 mos., '07, 16,521. E. Katz, Sp. Agt., N. Y.

New London, Day. ev'g. Aver. 1906, 6,104; aver. for 1907, 6,347. Gives best results.

Norwalk, Evening Hour. Daily average guaranteed to exceed 2,500. Sworn circulation statement furnished.

Norwich, Bulletin, morning. Average for 1906, 5,920; 1906, 6,559; June, 1907, 7,259.

Waterbury, Republican, morning and Sunday, 1907 av. 6,588 daily; 4,400 Sunday.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1906, 25,577 (©).

FLORIDA.

Jacksonville, Metropolis, dy. Av. 1906, 9,432, 1st 6 mos. 1907, 10,692. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1906, 50,587. Sunday 57,988. Semi-weekly 74,916. The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, dy. Aver. 1906, 4,808; average, July, 1907, 6,188.

ILLINOIS.

Aurora, Daily Beacon. Daily average for 1906, 4,580; 1906, 6,454.

Calro, Citizen. Daily average 1st 6 months, 1907, 1,585.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, mo. \$1.50, the open door to the American Doctor, and through him to the American Public. Guar. 40,000 cir.; invest'd by A. A. A.

Chicago, Breeder's Gazette, weekly. \$2. Aver. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,756.


Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1906, 10,000.

Chicago, Dental Review, monthl. Actual average for 1906, 4,001; for 1907, 4,018.

Chicago, Examiner. Average for 1906,

649,846 Sunday,

173,000 Daily.

 Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for 1 Sunday, 717,681.


February, 1907: 1 Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n, weekly. Average for 1907, 52,217.

Chicago, Record-Herald. Average 1906, daily 141,743; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,181.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (C).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.


Evansville, Journal-News. Av. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N.Y.

Indianapolis, Up-to-Date Farming. 1906 av. 174,581. Now 200,000 twice a mo. 70c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Act. 1 net average for 1907, 26,112.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, 1907, 9,151. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite, daily. Average for 1906, 2,445.

IOWA

Hurlington, Hawk-Eye, daily. Aver. 1907, 8,987. "All paid in advance."

Davenport, Times. Daily aver. Dec., 18,505. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,721. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Aver. circulation 41,500, '07, 50,195.

Des Moines, Iowa State Register and Farmer, w'y. Aver. number copies printed, 1906, 52,125.

KANSAS.

Hutchinson, News. Daily 1907, 4,260. Nov. 1907, 5,100. E. Katz, Special Agent, N.Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 5,773; weekly, 8,054.

Pittsburg, Headlight, dy and wy. Average 1st 6 mos. 1907, daily 6,552; weekly, 6,101.

KENTUCKY.

Lexington, Leader. Av. '06, esp. 5,157. Sun 6,793; 1st 5 mos., '07, 5,415. Sy, 6,867. E. Katz.

MAINE.

Augusta, Comfort, mo. W. R. Gannett, pub. Actual average for 1906, 1,271,932.

Augusta, Maine Farmer, w'ly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,572.

Madison, Bulletin, w'y. Circ., 1906, 1,581. None over 1,600. Only paper in Western Somerset Co.


Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1907, daily 13,514. Sunday Telegram, 8,855.

MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,748. For December, 1907, 78,244.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1907, daily, 151,844; Sunday 808,808. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Post. Average 1907, daily, 242,980; Sunday, 226,763. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of the Boston Post. "Grow with us in 1908."

Holyoke, Transcript, dy. Av. 3 mos. '07, 7,842. Only Holyoke paper examined by A. A.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; first half, 1907, av. 16,470. The Lynn family paper. Circulation unsurpassed in quantity or quality by any Lynn paper.

Worcester, Evening Gazette. Actual sworn average for the first six months of 1907, 15,222 copies daily—nearly 40% increase over 1906. Largest eve. circ'n. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

THE PITTSBURG PRESS

BREAKS ALL RECORDS

Publishes Nearly 12 Million

Lines Advertising

The Pittsburgh Daily **PRESS** carries more advertising than any other newspaper in the United States and exceeds all other Pittsburgh newspapers by thousands of inches.

Advertising Published Year 1907:

Daily Press—	634,985	Total Number Columns Adv.
Inches		
Sunday Press—	214,692	
Inches.....		
Total inches—	849,677	39,065³/₄
Daily-Sunday		

Daily Press Exceeded Next Highest Pittsburgh Daily 1,570,310 Ag. lines

Sunday Press Exceeded Next Highest Pbg. Sunday 967,890 Ag. lines

Total Number
Agate Lines Adv. 11,895,478

Average Circulation Daily **PRESS** year 1906.....**90,141**

Average Circulation Daily **PRESS** year 1907.....**91,745**

Average Cir'n Daily **PRESS**, December, 1907... **95,194**

Average Circulation Sunday **PRESS**, 1906.....**73,501**

Average Circulation Sunday **PRESS**, 1907.....**78,289**

Average Circulation Sunday **PRESS**,
October, November, December, 1907.....**79,200**

Largest Daily and Sunday Circulation in Pittsburgh.

White Paper Purchased from
International Paper Co. in 1906.....**13,685,176 lbs.**

White Paper Purchased from
International Paper Co., 1907. **14,058,532 lbs.**

THE PRESS is the BEST RESULT GETTER in the Country

O. S. HERSHMAN,
President and Publisher.

C. J. BILLSON,
9 W. 29th St., New York.

H. C. MILHOLLAND,
Business and Advertising Manager.

JNO. GLASS,
Boyce Building, Chicago.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1907, 4,586.

MICHIGAN.

Bay City. Times, evening. Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.



Jackson. Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. Nov. daily average, 8,794.



Jackson. Patriot. Average December, 1907, 8,527; Sunday, 9,529. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcomed.

Saginaw. Courier Herald, daily, only Sunday paper; average for 1907, 14,749.

Saginaw. Evening News, daily. Average for 1906, 19,964; December, 1907, 20,846.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Av. for 1906, 37,836.



Minneapolis. Journal. Daily and Sunday (© ©). In 1907 average daily circulation, 76,861. Daily average circulation for Dec., 1907, 78,588. Average Sunday circulation for Dec., 1907, 74,517. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.



Minneapolis. Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1906, 52,010.

Minneapolis. Farm Stock, and Pome, semi monthly. Actual average 1906, 87,187; average for 1906, 100,266; for 1907, 108,588.



The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

CIRCULATION.



Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.

St. Paul. Pioneer Press. Net average circulation for January-July 55,502, Sunday 52,497.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1906, 15,254. Nov. 1907, 17,011. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1906, 26,079. Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Av. 11 mos. 1907, 10,685 (© ©). Eastern office, 59 Maiden Lane.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutch-American Farmer, weekly. Average 1906, 141,829.

Lincoln. Free Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,753, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city. Average 6 mos. ending Aug. 31, 1907, 4,432.

NEW JERSEY.

Ashbury Park. Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,847; first 6 mos. 1907, 8,321.

Jersey City. Evening Journal. Average for 1907, 24,830. Last three months 1907, 25,928.

Newark. Eve. News. Net dy. av. for 1906, 68,022 copies, net daily av. for 1907, 67,195.

Trenton. Evening Times. Av. 1906, 18,237; aver. 1907, 20,270; last ¼ yr. '07, aver., 20,409.

NEW YORK.

Albany. Evening Journal. Daily average for 1907, 16,595. It's the leading paper.

Batavia. Daily News. Average first 6 mos. 1907, 7,494. F. R. Northrup, special Rep., N. Y.



Brooklyn. N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

Ruffalo. Courier, morn. Av. 1907, Sunday, 91,447; daily, 51,604; Enquirer, even., 84,576.

Ruffalo. Evening News. Daily average 1905, 94,690; for 1906, 94,745; 1907, 94,848.

Corning. Leader, evening. Average 1904, 6,228; 1905, 6,535; 1906, 6,535; Feb. av., 6,820.

Mount Vernon. Argus, evening. Actual daily average for year ending Dec. 31, 1907, 4,460.

Newburgh. News, daily. Av. '07, 5,881; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (© ©). 4 mos. to Apr. '07, 9,949.

Automobile. weekly. Average for year ending Dec. 28, 1906, 15,212.

Baker's Review. monthly. W. R. Gregory Co. publishers. Actual average for 1906, 5,455.

Benziger's Magazine. the only popular Catholic Family Magazine published in the United States. Circulation for 1907, 64,416; 50c. per agent line.

Clipper. weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1906, 26,611 (© ©).

El Comercio. mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,853—sworn.

Music Trade Review. music trade and art weekly. Average for 1906, 5,109.



Printers' Ink. a journal for advertisers, published every Wednesday. Established 1884. Actual weekly average for 1907, 7,269.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket Evening Times. Aver. circulation for 1907, 17,908 (shown).



Providence, Daily Journal, 17,719 (©). Sunday, 24,178 (©). Evening Bulletin 37,061 average 1907. Bulletin circulation Jan. 9 over 45,000 daily.



Providence, Tribune. Aver. for 1906, Morn. 10,345. Even. 31,118; Sun. 16,520. Most progressive paper in the field. Evening edition guaranteed by Howell's A.N.D.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. average for 1907, 4,251.



Columbia, State. Actual average for 1906, daily (©) 11,237 copies; semi-weekly, 2,625; Sunday (©). 1906, 12,228. Actual average for 1907, daily (©) 13,052, Sunday (©) 13,857.

Spartanburg, Herald. Actual daily average circulation for 1907, 2,716. Dec., 1907, 3,067.

TENNESSEE.



Chattanooga, News. Ar. 3 mos. end. Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more adv. in 3 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 13,692. Week-day average now in excess of 15,000. The leader.

Memphis, Commercial Appeal daily. Sunday, weekly. First six months 1907 av.: Dy., 41,782; Sunday, 61,485; weekly, 31,212. Smith & Thompson, Representatives. N. Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, 21,455; for 1907, 26,206.

TEXAS.

El Paso, Herald. Oct., av., 8,155. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1905, 3,527; 1906, 4,118. Examined by A. A. A.

Bennington, Banner, daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1907, 8,415. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily. Actual average for 1906, 3,380. Examined by A. A. A.

Rutland, Herald. Average 1906, 4,286. Average 1906, 4,677. Examined by A. A. A.

St. Albans, Messenger, dy. Av. 1905, 3,051; 1906, 3,388. Only Rutland paper exam. by A. A. A.

WASHINGTON.



Seattle, Post Intelligencer (©). Av., for Nov., 1907, net—Sunday 42,689; Daily, 24,964; week day 23,506. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Tacoma, Ledger. Average 1906, daily, 16,050; Sunday, 21,708.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Ronceverte, W. Va. News, wv. Wm. B. Blake & son, pub. Aver. 1907, 2,524.

WISCONSIN.

Janesville, Gazette. Daily average for 1907, 3,671; semi-weekly, 2,416; Dec., '07, dy., 3,938.

Madison, State Journal, dy. Average 1906, 2,602; Jan., Feb., Mar., 1907, 4,284; Apr., 5,106.

Milwaukee, Evening Wisconsin, dy. Av. 1907, 23,082 (©). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee, The Journal, eve., ind. Circ'n Dec., 1906, 46,157; Dec., 1907, 52,985; daily gain, 6,828. Average for 12 months, 51,922. The Journal, six days, carried more advertising in 1907 than did the leading morning daily, with its Sunday included, and practically double the amount, rates considered, of any other evening newspaper. The Journal leads all Milwaukee dailies in classified. Its city circulation equal to the combined city circulations of any three other Milwaukee papers.

Oshkosh, Northwestern, daily. Average for 1907, 3,680. Examined by A. A. A.



THE WISCONSIN AGRICULTURIST
Racine, Wis., Estab. 1877. Actual weekly average for year ended Sept. 30, 1907, 54,056. Largest circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1906, 5,126; semi-weekly, 9 mos., '07, 4,294.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1907, 13,846; Dec. 1907, 15,436. H. L. Clerique, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, d. ly. and weekl. Average for 1906, daily, 34,559; daily Dec. 1907, 35,540; weekly av. for mo. of Dec., 24,025.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 50c. incl.

Winnipeg, Telegram. Average daily, 1907, 22,866. Weekly av. 19,657. Flat rate, 3 1/2c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1906, daily 100,087, weekly 49,992.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star 128,452 copies each issue.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,398 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1831. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (◎◎).

FLORIDA.

JACKSONVILLE TIMES-UNION (◎◎). Pre-eminently the quality medium of the State.

ILLINOIS.

BAKERS' HELPER (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER (Chicago). (◎◎). Actual average circulation for 1906, 16,866.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL. daily, average August, 1907, 8,067, weekly, 17,706 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (◎◎). the recognized authority of the Dry Goods and Department store trade.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. (Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly circ. during 1907 was 18,294. McGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (◎◎). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. 16,000 weekly.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE. In 1906, average issue, 20,791 (◎◎). Specimen copy mailed upon request. D. T. MALLETT. Pub., 253 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the NEW YORK HERALD first.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation for 1907, 8,216 weekly. McGRAW PUBLISHING COMPANY.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,953; The Sunday Press, 124,006.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,553, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn.. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (C. O.), carries DOUBLE the number of WANT ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 136,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 636.35 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1749.89 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, m'thy rate \$1.25 nonp. line, dy. & Sy.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

The MINNEAPOLIS JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Dec. 135,170 lines. Individual advertisements, 18,458. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accounts order the rate is 1c. a word. No ad taken less than 20c.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRCULAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,094; Sunday, 15,000.

NEBRASKA.

THE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circulation 25,000. Rate, 2c. per word.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, bull-toned making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 22,230. Publishes more Wants than any 7 Okla. competitors.


PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

 **THE Columbia STATE** (C.S.) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 50 cents.

LA PRESSE, Montreal—largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—shown to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

BOOKLETS.

The Carter White Lead Co., Chicago, has collected and set forth in booklet form a series of paint talks—"Letters from an Old Successful Painter to His Son."

A booklet from Samstag & Helder Bros., leather goods merchants, gives the whys and wherefores of the business, with some illustrations of the different departments.

"Happy Children," put out by the Cleveland (O.) Trust Co., is a booklet of pictures of smiling youngsters, with a few words on the wisdom of starting a bank account for the little ones.

A somewhat pretentious booklet has been prepared by Guy W. Eskridge, of the Freeman-Eskridge Advertising Agency, Richmond, Va., for the Planters' National Bank of that city. Condensed information is given regarding the bank, and various views of the institution, inside and out, are contained on every page. The illustrations would have been cleared if black ink had been used instead of brown.

A FARMER ADVERTISER.

Our rural residents are rather slow to adopt the new ideas, but a New Hampshire farmer has been quick to seize on the prevailing post-card scheme and issues a weekly bulletin in this form:

MERRIEMYO FARM.

The Points, North Goshen.

P. O. Mt. Sunapee, N. H.

Offers this week, Jan. 13-18, '08.

TO BUY.

Pigs about four weeks old..\$2 to \$3.
Calves just dropped, mail us a card if you expect one soon, \$1 to \$2.

Cows to come in \$15 to \$30.
Yearlings, will pay cash or trade hay, \$6 to \$12.

TO SELL.

Hens, any kind, any number, 10c. lb. shot, just right to put on manure, \$4.50.

Cockerels, that get big brown eggs, \$2.

Ayrshire Bull, 7 months old, full blooded, \$50.

Hay in barns, \$11.50; or delivered, \$13.50.

Single Driving Harness, in good shape, \$2.

Dean Bowman, Proprietor.

George G. Mason, Manager.

He mails fifty out to his neighbors every Monday. The postage is fifty cents and a local printer charges \$1 to make the changes weekly and print the fifty cards. So at an expense of \$1.50 the whole country 'round knows what he wants to buy and has for sale.

Mr. Mason, the manager of the "Merriemyo Farm," claims that the plan beats anything yet tried in the way of advertising, and is equal to attending a country auction or town meeting, and spreads information with better results.

Any business farmer might adopt the idea of this Yankee and trade in an approved way, and Mr. Mason's word for it the plan will add many dollars to his exchequer above its cost.

FORGOTTEN BUT NOT GONE.

Nearly every business man, unless he has the news instinct, the advertising sense, has forgotten or so belittled by constant contact, essential selling points about his business that he begins to feel that his house is just about like all the others in his line and therefore can't be interestingly advertised. This is wrong, simply because every business has some reason for existence.—*White's Sayings.*

Cleveland is the metropolis of Ohio. The Plain Dealer is its leading newspaper.

The 1907

Of the Four English Papers of Cleveland

THE CLEVELAND PLAIN DEALER

OHIO'S GREATEST WA

TOTALS COMPARING NUMBER OF LINES PUBLISHED IN THE CLASSIFIED WANT SECTIONS DURING THE YEAR 1907:

Figures Expressed in Agate Lines.

	Jan. 1 to Dec. 31, 1907	Jan. 1 to Dec. 31, 1906	GAIN	LOSS
Plain Dealer	2,149,490	2,034,886	114,604	
Press	1,597,442	1,620,892		23,450
Leader . . .	1,216,278	1,685,292		469,014
News . . .	583,422	551,656	*31,766	

The Plain Dealer published **349,790** lines More than the Leader and News Combined, and **552,048** lines More than the Press.

*In November, 1906, the News entered into a blanket contract with the Cleveland Real Estate Board at the rate of 2 cents per line; under this contract the News gained during the first six months of 1907, but during the last six months of 1907 the News' loss was 30,002 lines.

The Plain Dealer was the only paper both Separate Ads and Total Classified CLASSIFIED WANT ADVERTISING GROWS ON

The growth of the **Classified Section** is the best i
Power as a General Ad

Any advertiser may examine all records pertaining to Plain Dealer

P. S.—The Press does not now send out *monthly* statements.

THE PLAIN DEALER

Representatives: C. J. BILLSON, 9 W. 29th Street, New York

07 Record

ers of Cleveland Showing the Supremacy of

LEVELAND N DEALER

BEST WANT AD MEDIUM

The Plain Dealer is the only Cleveland newspaper which issues a detailed circulation statement each month.

TOTALS COMPARING NUMBER OF SEPARATE CLASSIFIED WANT ADS PUBLISHED DURING THE YEAR 1907:

	Jan. 1 to Dec. 31, 1907	Jan. 1 to Dec. 31, 1906	GAIN	LOSS
LOSS				
23,450	Plain Dealer .	336,378	319,456	16,922
69,014	Leader . . .	136,920	200,828	63,908
	News	42,912	55,516	12,604
	Press	281,643	272,818	8,825

The Plain Dealer during the year 1907 published a greater number of Separate Want Ads than in any previous year—carrying **11,823** Ads More than the Press and News Combined, and More than Twice as Many as the Leader.

ly paper in Cleveland that made a gain in
Classified Space published during the year
OWS ONLY AS IT PRODUCES DIRECT RESULTS

is the best indication of the **Plain Dealer's Pulling**
General Advertising Medium

to Plain Dealer circulation at any time, either in person or by expert.

DEALER PUBLISHING CO.

th Street, New York. JOHN GLASS, Boyce Building, Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Ereman.

President, ROBERT W. PALMER.
Secretary, DAVID MARCUS.
Treasurer, GEORGE F. ROWELL.

The address of the company is the address of the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$2); 300 lines to the page (\$40). For specified position, selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, January 29, 1908.

THERE are many newspapers in this country which have splendid characters, due to their inherited goodness, and which, at the same time, have attained a most unsavory reputation among advertisers. There may be a thousand men working against some of these papers, without pay, and these thousand are all working for the opposition paper, likewise without pay, because the latter paper has secured a reputation, even if its character doesn't amount to much.

A HOST of newspapers need the advice and assistance of an outsider, who knows the business thoroughly, to tell the publishers just what ails them. The publishers know that there is something wrong but their very intimacy with the property and the methods employed may be good reason for their inability to right

this wrong. Three or four weeks of intensive study of the situation, by a newspaper man from the outside, ought to be invaluable, in many cases. But a publisher who has become wedded to the methods he employed a generation ago is not likely to take kindly to a proposal that he should employ a disinterested man to tell him why his paper is rotten and is constantly losing ground. This is human nature.

Omnibus

Advertising signs must be removed **Decision.** from the Fifth Avenue 'buses, in New York, according to a decision made last week by Judge Levenrith in the Supreme Court.

"There is not a scintilla of evidence," says the decision, "that any common carrier anywhere enjoys the privilege of displaying on the outside of its vehicles signs similar to those carried by the plaintiff's stages, or even approaching them in similarity. The leasing of the exterior of its vehicles for advertising is an unauthorized use of the streets for a private purpose. Such a special and peculiar use has been condemned after it has received the stamp of municipal approval. The use of the exterior of stages is not a stage use; it is not necessary to the performance of any corporate duty."

After alluding to the fact that the income derived by the company from the signs is \$10,000 a year, the judge mentions the variety of colors used in the signs, speaks of the beauty of Fifth Avenue and its churches, residences, hotels and clubs, adding that this "scene of beauty is sacrificed to the demands of modern commercialism." The signs referred to are miniature billboards carried on the front, sides and back of the new automobile coaches that take the place of street cars on Fifth Avenue. Latterly they have carried signs advertising Helmar Cigarettes. The suit was brought by the stage company to enjoin the city from interfering with the signs.

Two linotypes have recently been added to the South Bend, Ind., *Tribune's* equipment. It now has nine machines.

THE Philadelphia *North American* has appointed Kurtz Wilson manager of its eastern advertising, with headquarters in New York City.

THE annual statement of copies printed by the South Bend *Tribune* for 1907, shows an average daily gain over 1906 of 1,551 copies. The daily average for 1907 was 9,181 copies.

THE death of Charles Emory Smith, ex-Minister to Russia, Postmaster-General under President McKinley, and for many years editor-in-chief of the Philadelphia *Press*, occurred Sunday, January 19th. Previous to his connection with the *Press*, Mr. Smith was for ten years editor of the Albany *Journal*.

THE Pittsburgh *Press* carried a total of 39,065¾ columns of advertising during 1907, and asserts that this aggregate exceeds in volume the advertising of any other newspaper in the United States. In December the average circulation of the daily edition of the *Press* was 95,194 copies, and of the Sunday edition 78,289.

Municipal

Booklet.

The Greater Des Moines Committee has recently issued a ninety page booklet, which will give anyone who reads it a new estimate of Des Moines. From a purely technical standpoint the book is praiseworthy. The cover design is in colors, and consists of three ears of corn, with "Des Moines' Opportunities" in raised letters of gold. The pages within are of heavy plate paper, and are profusely illustrated with fine half-tones. The descriptive matter is particularly well sub-divided, and indexed carefully. The booklet sets a high standard for the future advertising of other cities as well as Des Moines.

THE New York *Times* will print a Spring Fashion and Easter number on Sunday, April 5th.

J. WHITMAN SMITH has become connected with the advertising agency of Armistead & McMichael, of Atlanta. For years Mr. Smith was with the Religious Press Advertising Syndicate, and more recently has been associated with the Massengale Advertising Agency.

F. M. LUPTON, publisher of the *People's Home Journal* and *Good Literature*, has distributed a bound volume of these two monthlies for 1907 among advertisers. In the front are detailed statements of copies printed, showing a combined average for the year of 1,023,082 copies. Mr. Lupton asserts that his two publications have a larger circulation, by subscription, than any periodical or combination of periodicals published by any firm, company or individual in the United States.

St. Nicholas' Ad Manager. Since December first William P. Tuttle, jr., has performed the duties of advertising manager of *St. Nicholas*. The magazine was established thirty-five years ago, and Mr. Tuttle is probably no older than that. He was connected with the Frank Presbrey agency for about four years previous to going to *St. Nicholas*.

The subscription department of *St. Nicholas* has been engaged in an active campaign recently, and the list has grown rapidly. It contains the names of many boys and girls from fourteen to seventeen years old, who have reached the age at which they are impressed and influenced by advertising. The magazine is read, also, by the fathers and mothers, who became attached to it years ago. Juvenile periodicals of worth, which have been published for a long period, may always depend upon a large following among the adults in families which subscribe for them.

THE *Outer's Book*, Milwaukee, on January first increased its advertising rates fifty per cent with the exception of classified, which advanced from twenty-five to thirty cents.

GEORGE C. HALL, who has been connected with the Raleigh, N. C., *Evening Times* for two years, has been retained by the new management in the capacity of advertising manager.

PACKER DANA, formerly connected with the Frank Kiernan Advertising Agency, has gone to the Pacific Coast, to become advertising manager of the Everett, Washington, *Herald*.

ARTHUR TOMALIN has resigned as advertising agent of the Central Railroad of New Jersey, and editor of the *Suburbanite*, the company's house organ. He will become on February first general manager of the Scranton *Tribune*.

THE *Merchants' Journal and Commerce*, of Raleigh, N. C., has purchased the *Southern Retailer*, of Atlanta. The papers will be combined commencing with February, and the periodical will then have an exceptionally large mercantile circulation, confined to the southern States.

THE Newark, N. J., *Evening News* prints a table showing that it carried more advertising during 1907 than any New York daily, excluding Sunday editions. The table follows, figures representing agate lines:

Newark News	7,524,327
World	6,751,640
Eagle	5,927,425
Herald	5,645,599
Telegram	5,178,943
Times	4,853,682
Evening World	4,626,989
Evening Journal	4,554,658
American	3,596,276
Globe	3,542,724
Mail	3,425,724
Sun	3,054,246
Evening Post	2,740,102
Evening Sun	2,627,898
Tribune	2,305,827
Press	2,167,811

PERCY G. VYLE, advertising manager of the Tropical Food Company, Key West, Fla., has been elected as a director for the current year.

AN idea of the publicity that is given to an event of international importance may be obtained from a volume of clippings from American newspapers and periodicals that has been compiled by the advertising agency of Albert Frank & Co. for the Cunard Steamship Co., Ltd., in connection with the advent of the "Lusitania" to the North Atlantic passenger fleet. This volume contains nearly 10,000 clippings, arranged upon 700 pages 16 by 18½ inches. The book is 5½ inches thick and is handsomely bound in full crushed red Turkey morocco, with various nautical emblems worked in gold upon both the outside and the inside of the covers.

What

Next?

The accompanying cut is a photographic reproduction of the wording which appears upon the back of a patent mailing envelope used by PRINTERS' INK for mailing copies to its foreign subscription list and to domestic subscribers for more than one copy each week. This particular style of envelope has

THIS ENVELOPE
IS PATENTED.

THE PEERLESS
MERCHANDISE ENVELOPE,
118 & 117 WILLIAM ST., N. Y., U. S. A.
PATENTED JAN. 26, 1897.

been used for four months—perhaps longer. And now the New York Postoffice has decided that copies of PRINTERS' INK contained in the envelope are unavailable at second-class rates, on account of the printed matter on the back. This insidious advertising of the Peerless Merchandise Envelope has evidently escaped the all-seeing eye of the Department for four months. It would be interesting to know exactly how many persons outside the Department have been attracted during this period to read the notice of Peerless Envelopes.

AFTER February first the subscription price of the *Woman's Magazine* will be advanced to twenty-five cents a year.

THE Fowler-Simpson Company, advertising agents in Cleveland, recently sent out a well-prepared circular of optimism, intended to make people look aloft, instead of down their noses.

THE Baltimore *News* has issued its annual passes to its press room. The pass states that "employees are directed to answer all questions and give all information in regard to circulation."

OLIVER B. MUNROE, who has been for several years past connected with the *American Wool and Cotton Reporter*, has become managing editor of *Fibre and Fabric*, of Boston.

J. E. DUMARS, connected with the advertising department of the *Ladies' World*, was married on January 9th to Miss Hazel McLaughlin of Brooklyn, and is taking a three-weeks' cruise in southern waters.

THE Sacramento, California, Ad-Club has elected the following officers for the coming year: President, J. E. Simpson, with Hale Bros., Inc.; vice-president, H. G. Longhurst, with Wright-Kimborough Co.; secretary, E. L. Eddy, with Brooke Realty Co.; treasurer, L. E. Bontz, with the Sacramento Union.

THE *Defender*, published in New York, has discontinued publication, as well as the *Home Defender Monthly* (published weekly for the last year of its existence). In the place of these two publications there is issued at Chicago the *National Prohibitionist*. The new paper has taken over, also, the subscription list of the *New Voice*, a weekly publication credited in the last issue of Rowell's American Newspaper Directory with an issue in excess of 40,000 copies.

When you talk things over with yourself, you probably admit that there are a good many other concerns just as well equipped for your particular line of business as you are.

Such being the case, how are you going to increase your business? How are you going to drive still farther that thin edge of advantage which enables you to do business at all—that slight percentage which throws orders in your direction instead of your competitors?

It is obvious that the only way you can grow is by holding your present customer and impressing upon possible customers these advantages, little or big, which constitute your excuse for being in business.

You have simply got to do this, and keep on doing it regularly and persistently, or you will go backward instead of forward.

On this point there is room neither for doubt nor dispute.

* * *

When it comes to the method of carrying forward this educating process, there is absolutely nothing which can be handled with so little friction and expense, and produces such desirable and profitable results as intelligent, thoughtfully prepared and interesting matter, to be sent out through the mails at frequent periods.

A department of our business is devoted to this class of work, and has met with a gratifying degree of success in securing handsome results for our clients.

GEORGE ETHRIDGE,

THE ETHRIDGE COMPANY,
41 Union Square,
New York City.

BUSINESS GOING OUT.

The H. C. Benjamin Agency, Philadelphia, is asking for rates.

The Gratz Agency, Philadelphia, is asking rates for the Wellsbach business.

The Royal Baking Powder Company, is sending out copy to New York City papers.

Renewals for Cuticura are going out through the Morse International Agency, New York.

The Illinois Central Railroad is using twelve insertions through J. L. Stack of Chicago.

The Guenther Bradford Agency, Chicago, is placing advertising for the Cook Remedy Company.

The Foster Debevoise Company, New York, is placing copy for Francis Bannon in southern papers.

The Prescription Product Company, of Blackburn, New York, is using five thousand lines in one year.

J. L. Stack, Chicago, has sent out till-forbid, one time a week orders for the Fulton Whisky Company.

The Prudential Life Insurance Company has not as yet decided definitely to advertise the annual statement.

The Booth Hyomei Company, Buffalo, New York, is advertising Parisian Sage, business being placed direct.

N. W. Ayer & Son, Philadelphia, are placing one time, forty inch readers for the Standard Oil Company.

The advertising of A. G. Spaulding, sixty lines, one time, will go out to practically the same list as last year.

The J. W. Thompson, Company, New York, is placing two inches, three times, for the White Automobile Company.

Crofts & Reed, Chicago, are sending out renewals and new orders through White's Class Advertising Company, Chicago.

The Bankers' and Merchants' Advertising Agency, New York, is asking rates from newspapers in all foreign languages.

Lisman & Company, New York, financial, are advertising in New England, through Albert Frank & Company, of New York.

A list of Sunday papers is being used for the Pompeian Manufacturing Company, by the George Batten Agency, New York.

The Hampton Advertising Company, New York, is placing some advertising for the New York Herald, throughout New England.

The Virginia-North Carolina Chemical Company, of Richmond, Virginia, is asking rates for fourteen inches, five times, from Sunday papers in the South.

H. W. Kastor, St. Louis, is advertising the John Simpson Company, three thousand five hundred lines in weekly papers.

T. W. Wood & Son, Richmond, Va., are using four inches, four times in dailies, and two times in weeklies, in southern papers.

The J. W. Thompson Company, New York, is using extra large space for F. C. Clark. Thirty-line copy will be run three times.

Sunday papers are being used by the E. H. Clarke Advertising Agency, of Chicago, for Mrs. Margaret Anderson, Hillburn, New York.

Lord & Thomas, Chicago, are using five thousand lines, one year, in daily and Sunday papers, to advertise the Olds Motor Works.

N. W. Ayer & Son are sending newspaper orders for ninety-seven lines, three columns, one time, for the Curtis Publishing Company.

The J. J. Fulton Company, Los Angeles, Cal., will use two hundred inches in one year, through the Fisher Agency, of the same city.

The Hollister Drug Company, Madison, Wis., is placing reading notices in New York State papers, to advertise Rocky Mountain Tea.

One-time classified orders for the International Fuel Company, New York, are going out through the Stanleyway Agency, also of New York.

Northrup, King & Co., Minneapolis, seed advertisers, are placing their business this year through White's Class Advertising Company Chicago.

The S. Jaros Company, New York, is making up a list of papers for the Alfred Benjamin Company, clothing, in cities where they have agencies.

Dauchy & Company, New York, are placing copy for Grain-o, and Jell-o, products of the Genesee Pure Food Company, of Le Roy, New York.

H. W. Buckbee, is using thirty-four lines, two times in the weekly editions of daily papers, through the Mumm-Romer Agency, of Columbus, Ohio.

Lord & Thomas, Chicago, are placing twenty-five thousand lines to be used in one year, for the Van Camp Packing Company, of Indianapolis, Ind.

The seeds and bulbs of the Summer-ville Bulb Nursery, will be advertised in Sunday magazine supplements, through the Stanleyway Agency, New York.

The Stanleyway Agency, New York, has been running some advertising for some curb-brokers' houses, placing the copy at the time Thomas W. Lawson advertised.

The D. D. D. Co., is putting out copy—Tuesday and Thursday for three weeks, and Tuesdays for ten additional weeks—through the Gundlach Agency, of Chicago.

The appropriation of the O. K. Stock Food Company, Chicago, is being spent in agricultural and poultry publications, through White's Class Advertising Company, Chicago.

Special agents are receiving instructions from Duke Munyon not to insert any advertising for the Munyon remedies without written instructions from the home office.

The Brokers' Stock and Grain Company, 68 Wall street, New York, is asking rates of southern papers on four inches, triple column, three times a week for three months.

Strauss Bros., of Chicago, tailors to the trade, will place their advertising during the coming year through Sherman & Bryan, New York. They will use magazine and trade paper space.

The Holbrook Agency, New York, which occupied offices in the Parker Building, recently destroyed by fire, is asking rates generally. The company has its offices at 119 West 23d street.

The North American Eye and Ear Specialist is advertising through the Gontier Agency, Chicago, one hundred and thirty lines, one time; will be placed with Sunday papers of the large cities.

The Sharples Separator Company, West Chester, Pa., has greatly increased its advertising appropriation for 1908, large copy being placed through White's Class Advertising Company, Chicago and New York.

A BOOK OF THE DAY.

The value of advertising stands out above everything else in "Jay Cooke, Financier of the Civil War," by Ellis Paxton Oberholtzer, Ph. D. In his picturesque account of the manner in which the two great war loans were advertised and sold—the 5-20s and the 7-30s, as they were popularly called—Mr. Oberholtzer cannot get away from the "power of printers' ink," even though he seeks to place the emphasis on the genius and magnetic personality of Jay Cooke.

Not only the press, religious as well as secular, was used to advertise the civil war loans, but circulars, posters, handbills, and every other device known to the advertiser's art were made the most of. A staff of traveling agents penetrated everywhere, by rail, steamboat, stage, buggy, horseback, and muleback, posting their bills and distributing their circulars. In all the large cities night agencies were established at which mechanics and factory employees could subscribe for the bonds.

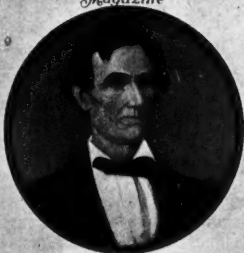
Everywhere the widows' mites were poured into the 7-30s. "That which no bank could secure," says Mr. Oberholtzer, "was loaned to the government through Jay Cooke." A poor woman in Illinois went into a bank and inquired about the seven-thirty loan. After the clerk had answered her questions, she said: "I guess I will take some," and she drew from under her

shawl an old silk handkerchief containing \$1,200, "which had been lying away so long and had become so musty that the clerk could scarcely handle the money owing to the disagreeable smell."

The schemes devised for distributing information about the loans were as various as man's ingenuity could suggest. Wilkeson himself received "license to shove editorials" into the Boston papers, and was commissioned to see Gen. Butler "touching the money in stockings and chests in the city of Lowell." Contracts were made with editors for folding "Questions and Answers" and other literature explaining and recommending the loan in every copy of their papers. Boys were employed to distribute the "Jay Cooke tracts," as they were called, at house doors and on the streets. Wherever an agent went, on railway cars, street cars, stage coach, or steamboat, he left a trail of "tracts." The "spread eagle" posters screamed the loan from signboards and the walls of railway stations and country stores. "We have covered the walls of New York with the 7-30 eagles," John Russell Young wrote to Mr. Cooke. Packages of the circulars were distributed among the school teachers to be distributed to the scholars, who were charged to carry them home to their parents. Clergymen were visited by the agents and were asked to advise their parishioners to subscribe. Even the funeral of President Lincoln, when the cortege reached Indianapolis, was not allowed to pass unprofitably by the principal agent in that district, for it was an occasion, as he wrote to Mr. Cooke, calling together "a multitude of the best people from all parts of the State."—*New York Globe*.

Mr. Dooley on Hard Times
10Cents

The February
American
Magazine



Lincoln's Boyhood
From unpublished records of Dennis Hanks, his cousin and playmate.
The Hanks Published Company, 1210 Avenue New York

THE PRACTICE OF ADVERTISING BAITING.

The advertising business is a rather funny game. There is no other just like it. No two men's definition of it is ever likely to coincide exactly; and no two men ever practice it just alike. A very well-known manufacturer said recently, after a trying session with his advertising agents, "Good Lord, let me get back to my factory where I can touch and handle things and see them in front of me with my eyes! Every time I get mixed up with my advertising problems I feel the ground sink away from me, and I am floated away into the imponderable ether where I can't clutch at even a straw for support! I'm going to get an advertising manager!"

By confessing that he had no head for the weighty matters of principle and insight which advertising involves, this man showed his complete superiority over many others of his class who brazenly imitate the bull in the china shop by butting their hard heads into very delicate matters in their advertising offices.

Also, he showed his superiority over those advertisers or advertising managers whose advertising policies and activities are a crazy-quilt made up from what they can gather of the free advice handed around.

There are enough advertisers, particularly the smaller ones, who follow a pronounced policy of "baiting" advertising agents for free copy, plans and campaign lay-outs, to make the subject of no small importance.

In fact, there are a number, including some rather large advertisers, who do not make much attempt to hide their methods in this direction, and who defend it on principle. They change their advertising agent once a year, if not oftener, and then complacently let the advertising agents, big and little, swarm eagerly on the carpet before them, and make each one of their separate hearts beat high with hope until they

bring forward elaborate campaigns of drawing and copy and campaign plans, from which they get all their new ideas.

Some agencies of reputed ultradignity let it be known abroad that they do not submit any campaigns to get accounts; but, as a matter of fact, practically all do it when the account is attractive enough. In other words, nearly all of them swallow the bait. Few, if any, are the agencies which have not been "stung" by advertisers who do everything that is possible to encourage the submission of careful and costly plans, short of making themselves legally responsible for the cost.

The defense of such advertisers is very plausible. How else, they exclaim, is it possible to choose among agencies, if not by the submission of careful campaigns adapted to their business? And they point out that agencies are mostly but too eager to submit the ideas of their organization; and if a suggestion, a hint, a line of thought coming from an agency which for other reasons does not get the business, is deemed valuable, why should it not be promptly appropriated, since it probably would not fit another business?

What are the agencies in business for, they further ask, if not to advise plans in such number and excellence that an advertiser will desire their continual service? And why should a good suggestion go to waste because the agency making it is not awarded the business?

But the matter is not so simple as all that. Those advertisers who seek ideas from competitive agencies once in a long while, on the occasion of a new policy, in a perfectly sincere spirit, and who leave no room for the slightest unwarranted expectation in their understanding with the agency, cannot be classed with those who "bait."

There is a small advertiser, typical of his kind, whose business is usually being placed by some obscure rate-scalping agen-

cy, but who is continually encouraging agencies of the better kind, subtly, to submit suggestions and layouts, upon which keen advertising men have expended work and thought, and who seems forever on the verge of renouncing his cheap agency, but never does. What he does do is to take time from manufacturing, of which he knows considerable, and spend it upon piecing together ideas of advertising—about which he knows comparatively nothing—thus making a double waste, which is making itself very apparent in his business.

He may have a half dozen good agencies busy mapping out campaigns and studying his business all the time, for all any one knows, and he considers himself a phenomenally clever advertising man when he gets the judgments and ideas of so many advertising men free, and applies that part of the hodge-podge which he fancies will be profitable. He doesn't use submitted copy word for word, of course; but how easy it is to take the meat out of a piece of writing and serve it up a little different way!

I mention an extreme case so as to bring out the injustice of the baiting method more poignantly. There are plenty of others who practice it unthinkingly, or partially, or at longer intervals. Of course agencies gradually learn to "spot" advertisers of this kind, but the practice is so subtle that an advertiser with a fair-sized account in not a few instances have and are keeping the agencies "strung" most deftly. When a good account is to change hands, the lengths to which agencies—most agencies—will go to get it is quite unbelievable.

Some entertaining stories might be told of the deep-laid, subtle and elaborate maneuvers made by agencies in their efforts to capture some of the country's largest advertising accounts. The tendency of agencies to "gamble" to a considerable extent in the effort to secure accounts may be unavoidable, but it has its share

of the blame for the baiting, because they so frequently consent to be baited, and thus add to the already over-much demoralized state of the advertising business.

It is the unusual character of advertising as a business which is responsible for the confusion of opinion, and mistakes and ignorance, masquerading as knowledge, which infests the field of advertising. Sound principles of this youthful business of selling by printers' ink are being slowly forged out of chaos, but there is much still to learn, because this matter of persuading people who are far away to spend money is no counter-jumper's task. There is no branch of modern business which demands more careful and varied head-work and high order of talent than to direct and plan a general advertising campaign with economy and effectiveness.

Therefore, when an advertiser endeavors to save a few pennies by attempting to do the vital part of his advertising himself, or piece together the snatches of suggestion and plan secured by the baiting plan, he is robbing himself in two places. He is losing much valuable time from his proper sphere, and crippling his advertising prospects hopelessly. He is clinging tenaciously to a cent and pushing away dollars.

It were far better if there never was any competitive offering of campaigns. Imagine lawyers being chosen by such a method!—and yet advertising service is professional in every aspect. Once this is thoroughly realized by both advertising men and advertisers, and the relations between them are made strictly professional, there will be an end not only to the unfair baiting method, but to many another loose and demoralizing feature of the business.

J. GEORGE FREDERICK.

"THE Story of the Stein and its Contents" is the title of an excellent booklet issued by the Pittsburg Brewing Co. The text is good, and the marginal drawings give a pleasing effect.

SPHINX CLUB PROCEED- INGS.

The New York Sphinx Club dined and afterwards discussed the recent "panic" and currency plans at the Waldorf-Astoria Hotel, Tuesday evening, January 14, 1907. President Frothingham occupied the chair. The principal speakers were the Hon. Leslie M. Shaw, ex-Secretary of the Treasury, and Alexander D. Noyes, financial editor of the *New York Evening Post*.

Mr. Noyes said in part:

Anyone who should undertake to say, in the role of a prophet, what would follow in the footsteps of the panic would risk his reputation considerably by indulging in details. At the present time, more perhaps than at any time since the panic, we are, all of us, more or less in a state of perplexity and bewilderment as to what the results are to be. You may see that in the alternate encouraging and discouraging reports from all over the country that come in daily and hourly. Little things, like straws in the wind, somehow create the impression that things are not so bad after all in the financial world as we had supposed they were. In the judgment of most of us here, and those of you who in your capacity of advertising solicitors and advertising managers touch upon the business, the belief prevails that notwithstanding the feeling of apprehension and doubt in many quarters the feeling is general that what has happened has happened perhaps for the best, and that we are going to start afresh and build up again better than ever, and that it won't take us long to do it. This is the true American sentiment and it leads to that part of the subject which I wish to talk upon more particularly. I do not know much about advertising from the standpoint of the advertising solicitor or advertising manager, but from the standpoint of the newspaper editor and publisher I do know something about it. I think you will agree with me that advertising that comes to us in times of prosperity is something that, in a way, puzzles us. It would seem to me that advertisers should use our columns more when times are bad and buyers scarce. Patronage should be solicited through advertising at a time when patronage is scarce, so it seems to me. When times are bad and business dull trade should be stimulated and encouraged through every art known to the advertising man and the journalist. I have often been tempted to look back and review the period since 1896 and 1897, when we thought that business in this country was flat and on its back; when times were bad, business poor, wages low, and it seemed as if we were making absolutely no headway. What followed? We

found that in order to get the business of the world we had to go out and fight for it. Our inventors were at once turned loose and there was never such an era of invention as followed those hard times. Our foreign agents and drummers were set loose upon the world and the first thing we heard was that the countries of Europe were complaining that American inventions and products were taking away from them what they rightfully regarded as their own—that we were competing with them on their own territory and taking the business away from them. That is a triumph achieved by American invention and business ability in days of financial distress. To-day we are confronted with precisely the same state of affairs—not necessarily nor probably as severe as were the hard times after 1893, as there are many qualifying facts at the present time. We have a productive capacity in material which the world must have which we did not have in 1893. We have a sound currency, thanks to the efforts of the gentlemen who have represented the currency in the United States Treasury, and improved it in almost a score of different lines, and safeguarded it in ways that did not exist at that time, and which in the experience of most men will carry us through whatever we have to endure, at the present time, without suffering the strain we had to undergo twelve or fourteen years ago. If we have to go through, with what we shall call "hard times," we shall nevertheless find this peculiar virtue which will make us look back upon these times as the starting point of a new era of prosperity. I had occasion to write of this country as having, notwithstanding its reverses, the future in its own hand. A Canadian fellow editor spoke of this as a "bit of spread-eagleism which might be pardoned under the circumstances." I wrote the gentleman that I had often been described by associates and friends as one of the leading pessimists of America and that I hardly regarded the utterance as one of spread-eagleism. When I said that America has its future in its hand I meant that its almost unlimited resources, abundance of skilled labor and splendidly trained business men, inventors and the like, places it in a position to compete with other countries on more than equal terms. We have been wasteful of our resources and have over-capitalized, and, paradoxical as it may seem, at the very moment that our achievements were being regarded as most extraordinary by the world at large, it was a time that it almost reached a period of stagnation. That is the situation into which we lately drifted. I believe that the check which we have received will bring our real, lasting good qualities to the surface once more, and when put to the test they have never failed to make good. I believe that what we are experiencing now will be the foundation stone for the new prosperity of this country, which, if precedents of the past are correct, will lead us to an era of prosperity such as we have never seen before. In such a forward

movement it follows necessarily that business will receive immediate benefit; in other words, all that I have to say here to-night, at a moment when our own financial outlook seems to be in doubt, is that you can back America safely for the achievement in the long run that will realize our fondest expectations; may even exceed them, and that all those who pin their faith on this country of progress and work hard and faithfully will succeed as America is bound to succeed.

Hon. Leslie M. Shaw said:

Your toastmaster said that I would talk of the virtues of our money if it has any virtues. Don't be mistaken about that. We have, in many ways, the best money in the world. No man looks twice at any piece of money he gets. It is all as good as gold, for it is all redeemable in gold, directly or indirectly. All you need to know is that it is genuine, and there is no further question. It is the most convenient in form in the world. It runs in decimals so that, in that respect, it is quite ideal. It has only one defect and that is want of elasticity. We do not need a rubber dollar, it is true, but we do need an elastic dollar. Our present dollar does not respond to the volume of business and that is its sole defect. I have used the illustration a good many times and I will use it again, because I can see that you were all brought up on the farm. The farmer retires his unneeded medium of exchange in the summer—his grain sacks—and the railroad retires during the summer also its unneeded implement of commerce—extra freight cars—along the sidetracks and uses only just what it needs. The business man issues no more checks or drafts than are necessary, so that we have just as many dollars available in the winter as in the summer, except as the U. S. Treasury may, to some extent, contract or expand its issues of currency. Barring what the Treasury can do for it, the volume remains the same. There is a constant expansion, about \$150,000,000 a year, but no contraction when contraction would be a most helpful thing, when it is sorely needed in fact. During the summer time, when crops are growing and business men largely away on their vacations, there is much less need of money than there is in the fall. I know of a bank in the United States that keeps three men busy from morning till night signing their names to drafts largely on New York City. They take in during the day, over the counter and by mail, a large volume of New York exchange. In the summer time they have a pile of checks about fifteen inches long and six inches high. In the winter the pile is about fifteen inches long and twelve inches high. The volume of checks is less in the winter. They send these checks to New York City by express. They leave one night and get to New York, say, the next night. The human Cascares sort them out—"they work while you sleep," you know—and by morning the work is done and they go over to the Clearing House. Unresponsive to

the needs of business, the volume of business remains the same. Carrying out my farmer illustration—you have all led a horse behind a buggy and have let the horse out the whole length of the halter when going over rough places with the possibility of trouble in doing so. A little bit of slack would have averted this danger. We have been leading our matchless volume of business at the extreme length of the halter, and a short time ago it seemed to have slipped from our grasp and it may take some months to catch it again. Now, if there had been a little slack to that halter, this financial panic would have been avoided. Banks all over the country would not have suspended the payment of ready money and checks would not have been so plentiful. When such a thing as this recent panic can take place in a country like this with a volume of business equal to the international trade of England—yes, three times the aggregate of all the international trade of the earth—when we have crops ready for market worth ten billions of dollars—when we are at the height of our prosperity, and suddenly, without an hour's notice, we stop short—surely there is something wrong with our financial system. Why there isn't another country in the world where this could happen! Do you suppose for a moment that as long as this thing continues, and we are liable to have a recurrence of such experiences as this, that America can ever hope to be the clearing-house of the world? You and I have sometimes, no doubt, wondered why none of the international drafts are drawn on New York City. We don't wonder any longer. No foreign country or bank will keep its money in the United States when, suddenly, it cannot get it out. That is the defect and what shall be the remedy? This is no new discovery. We have been talking about it for years. We had the same experience ten or twelve years ago. We came near it every year I was Secretary of the Treasury. What shall be the remedy? I don't know. I only know this, that there are 400 members of Congress and they have introduced about 500 bills for the readjustment of the currency. No member will vote for the other fellow's bill. Every man who studies this question has a plan of his own and he will not listen to the other fellow's plan.

Now I come to the plan that I think is the only plan. It is not original. It is the German method, applied to this country as well as it can be. The Imperial Bank of Germany may issue a certain volume of currency and when it exceeds a certain volume in proportion to its cash then they issue more to pay five per cent upon it while it is out, and it will not keep it out any longer than necessary; and all the currency it issues is identical in appearance with its ordinary currency. I am going to lay down this proposition, that if the banks are permitted to issue a new kind of currency for special relief—call it emergency currency or whatever you will—if it is a new and dis-

tinct kind and not in ordinary use, its very presence will alarm the country. You are banking, let us say; you are crowded, and you are willing to issue some supplemental currency and to pay the U. S. Government the extra five per cent for the privilege; a customer comes in and you hand over this new form of currency to him. He says, "What is this?" "That is a new kind of money the United States Government has authorized me to issue when I am up against it," you reply. It's dollars to dimes that customer will hand you his bank-book with the request to have it balanced. In order to be of any relief it must be something other than clearing-house certificates. It must be identical with some form of money now in ordinary use or the people will look on it with mistrust and suspicion. Just as soon as the New York banks resorted to clearing-house certificates, and other cities followed the example, every bank and every individual became a money hoarder. I know, for I am interested in three little institutions in my native town—a private bank, a city bank, and a national bank. I mention them in the order of their importance. Mine is a private bank. When New York, Chicago, Des Moines Omaha and Sioux City resorted to these clearing-house certificates, and every one of the banks I have mentioned had money in those places, remembering the experience of 1893, we knew that if we asked them for reinforcements they would go into the hands of a receiver without one dollar of help. Our money was locked up in those cities, beyond our reach. What did those three banks do? Called a council of war and decided that an attack on one was an attack on three. They counted their money and said, we have so much cash on hand, and then they went to hoarding; didn't pay out any money that they could avoid paying. I wrote them and congratulated them after about two weeks that they had actually succeeded in withdrawing from circulation several thousands of dollars. It was the most natural thing in the world not to pay out anything if they could help it. If the national bank had been permitted to issue additional supplemental circulation, based on municipal bonds, it could not have gotten a dollar because there was not a municipal bond in town and, as I said before, there is not a municipal bond held by one bank in 200 in the United States. If the First National Bank had said to the other two, we have the right under the law to issue \$25,000 supplemental currency; it is printed and in our vaults, and the Controller of the Currency has never found any fault with the management of the affairs of this bank, and I have no doubt that he will grant the permission, and I have just wired for it, it could have been paid out, and no one would have noticed it, and it would have been true everywhere. If you are going to give any relief it must be relief that will be applicable everywhere and not in spots. Now if the banks had been dependent upon this central bank some-

where, or upon these municipal bonds as security for loans, how long do you suppose it would take them to realize? I know something about bureau work in the Government service, too, and a bureau officer never gets into any difficulty when he does not act. The only time they get into trouble is when they do something, but if they can find any reason for not acting they are perfectly safe. I happen to know of some \$5,000 or \$6,000 worth of municipal bonds owned by a bank. Suppose that bank had sent them to the Treasury with the request for some currency. The Treasury would have to find out first if they were legally authorized, what their market value was, and all about them, and get a legal opinion as to their validity. The result would be that that bank would be in the hands of a receiver at least twelve months before the Treasury Department would have acted on its request for a loan on these municipal bonds. The only way in times of great emergency is to walk straight up to the other fellow, shake your fist in his face and say, "Do it now!" A man's future and reputation are based on the fact that he does not get into trouble when he says "No." If you would allow the banks to issue a certain volume of currency, with the approval of the Controller of the Currency, on no security other than its own good credit and the payment of five per cent interest, it would solve the problem satisfactorily. In my town twenty-five per cent of the capital would have been sufficient to have tided us over the difficulty we recently encountered. In New York City one hundred per cent of the capital would not have been sufficient. Graduate it according to the size of the town. You say that is very dangerous because if unsecured it is not good. Suppose you buy a draft in Los Angeles, Cal., on New York. You mail this draft to San Francisco to pay a bill. The merchant will send you a receipt in full; did not know that there was such a bank in Los Angeles; will send it somewhere else; it is a bank draft and everybody accepts it. Why? So universally solvent are our banks, and this recent panic doesn't prove anything to the contrary—it's really marvelous how the banks stood it—but we throw up our hands when these same solvent banks propose to issue not its draft but its note payable to order. As long as it is made payable to order it is all right, but if you make it payable to bearer not so. If you think you can go into a bank and get one of these notes for nothing you are making a big mistake. When the banks are so pressed that they are willing to pay this extra five per cent for this extra currency do you think they are making bad loans? They may have made bad loans in July of last year but not in November, and when the unsecured supplemental currency comes out the bank will get something equally good when it parts with it. Then the Controller of the Currency will say yes or no. He will scan the record of every bank that applies for this privilege with

unusual care. Every doubtful bank in the United States is known to him, and a bank that was not all right in every way would not be granted the right to issue this supplemental currency. If a bank made application to issue a certain amount of this supplemental or emergency currency at a time of the year when it should not have need of it, it would excite the suspicion of the Controller of the Currency and that bank's affairs would immediately be put under rigid examination.

Suppose a bank does not retire this supplemental currency but keeps on paying five per cent interest on it far beyond the period at which it should have been retired. If a satisfactory reason cannot be given to the Controller of the Currency, that bank is at once examined as to its solvency. The German plan is to have this supplemental currency retired six months after it is issued. This supplemental currency would be easily retirable because the banks could hold out a sum of money equal to the issue of supplemental money and meet the new notes as fast as they came in. This supplemental money should be the same as our other money so that people would not shy at it. That is the German plan. Suppose a bank issues \$25,000 supplemental currency with the approval of the Controller of Currency. You want that money retired, rather the bank does. You can't find it, but you, or rather the bank, must find that amount of other money and put that into the Sub-Treasury. You have contracted the currency as much as you have expanded it, and when those notes come in they will be charged up against that fund. There is less objection to this plan than any other. If we can't do what we desire to do, let us do the best we can, and if you will consider the Treasury of the United States the great central bank, managed by the Cabinet, if you please, and the Secretary of the Treasury can always get advice and plenty of it—let the Treasury Department be the great central bank and let the National Banks (6,000 of them) be the branches; and if you will allow each branch bank to do a little of the aggregate that the central bank does in European countries, you will get in the aggregate about the same measure of elasticity that they have. This country is doing a wonderful business. You will probably all agree with me on several of these propositions, that we occupy the best position on the market, we speak the language of commerce, we have the best and most convenient forms of money in existence, our farms produce more than the farms of any other country, our mines yield gold annually by the carload and silver by the trainload, our mines yield more iron ore than any other country in the world, we cut from our forests 100,000,000 feet of lumber for every day in the year, we manufacture as much as all the factories of Great Britain Germany and France combined, and we pay out as much in wages as all the rest of the world, and our commerce is three

times as large as that of the international commerce of the world, still we are hampered with a currency system that shuts us off and takes away our wind and our energies without a moment's notice!

A STATE MEDICAL JOURNAL "SYNDICATE."

An article in our excellent contemporary, *The Indiana Medical Journal*, calls attention to the passing of the old *Fort Wayne Medical Journal*, which for more than twenty-five years has been the organ of the medical profession of one part of the State. The editor of this journal, Dr. A. E. Bulson, Jr., is to become editor of the new State medical journal which is to be published in Indiana. In discussing this important change, the editor of *The Indiana Medical Journal* says that the new journal will be patterned after the general style of *The Kentucky State Journal*, which has done so much for the profession in Kentucky.

This is interesting!

In this connection the following quotation is of decided interest: "Moreover, by banding together, the State journals are enabled to secure the same advertising solicitor for several State journals, and for the national *Journal*, thus save expense, and advance the commercial and financial field of the State journals, and so establish properties, pay the various officers suitable salaries, buy supplies by wholesale, and produce similar products in size, style and quality, but marketing them in the various States where they are printed. In these days of securing commercial efficiency by combination, the establishment of State journals makes a strong appeal, and with the guidance and experience of the national *Journal*, with which they are affiliated, there should be no more doubt of their financial success than there is of a Hearst syndicate of newspapers."—*American Journal of Clinical Medicine*.

VERY SIMPLE MATTER.

When you send electrotypes or cuts of any description to a publisher, it is a simple matter to say how they are being sent; if by express, give the name of the express company. One of my friends lost a very valuable insertion because cuts were sent late, and the publisher did not know how. Had he been informed as to the express company who had the consignment, he could have secured the cuts and given the insertion.—*Advertising Chat*.

SO IN EVERY FIELD.

In every field there are from twenty-five per cent to fifty per cent more publications than in reality have any excuse for existence. Advertisers cannot afford to support these needless publications simply because the publishers are "good fellows."—*Agricultural Advertising*.

In the territory where the bulk of

THE KANSAS CITY

WEEKLY STAR'S

250,000 circulation goes, the value of farm products and livestock slaughtered and sold for slaughter, in 1907 and 1906, is here shown:

	1907	1906
Missouri,	\$265,000,000	230,000,000
Kansas,	244,000,000	224,000,000
Oklahoma,	165,000,000	160,000,000
Total,	\$674,000,000	614,000,000

Here is augmented buying power which means that advertising space in

THE KANSAS CITY WEEKLY STAR

is more valuable this year than ever before.

THE KANSAS CITY WEEKLY STAR

covers this advertising field, as a blanket of snow covers the grain fields and waters them for the Summer's crops.

Circulation guaranteed: 255,000 one year paid-in-advance subscribers.

Advertising rates: - - - 50 cents per agate line.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

This advertisement of the wonderful Japanese Kudzu is not by any means a bad advertisement,



Grows 40 Feet High in Any Soil

Plant it even where nothing else will grow and the first season it will produce a sturdy growth of 40 feet in height, covered with dense foliage close to the ground—affording deep shade—and crowded with great purple clusters of Wistaria-like blossoms, intensely fragrant. Covers arbors, fences, porches, dead or old trees and rockeries with marvelous rapidity and

Lives for 25 Years or More Without Care

Price of seed 10 cents per liberal package or 3 packages for 25 cents. We have also a limited quantity of fine one-year old Kudzu plants for sale at 25 cents each—3 for 50 cents.

FREE BOOK of Northern Grown Seeds, Bulbs, Plants, Fruits and Trees. Valuable information about farm and garden.
L. L. MAY & COMPANY, St. Paul, Minn.

No. 1.

as it tells an interesting and somewhat alluring story, and the



No. 2.

illustration, while faulty, gives a

pretty good idea of what the wonderful Kudzu vine is like.

The objection to the advertisement, taken as a whole, is that there is more vine in a small space than there really needs to be, and that the figure of the woman suffers from lack of contrast with the surroundings.

The illustration marked No. 2. eliminates these objections.

* * *

If the Gugler Lithographic Company makes letterheads in faint white letters on a dead black

I Don't Like Our Letterhead!

Has this remark ever been made by any of the members of your Company? It is a remark which constantly comes to us in our mail.

We can get up a design which will be perfectly satisfactory to you and the members of your firm.

If you will send a sample of your present heading, we will be glad to outline our ideas for a Steel Die-Embossed Letter-head—the kind with the raised letters—and enclose samples of what we have done for others.

Should our idea prove interesting to you, we want a trial order and will do our best to make you a satisfied customer.

Write now, so that we may have time in which to make up your order.

The Gugler Lithographic Co.,

Milwaukee St. and Office Ave.
Milwaukee, Wis.

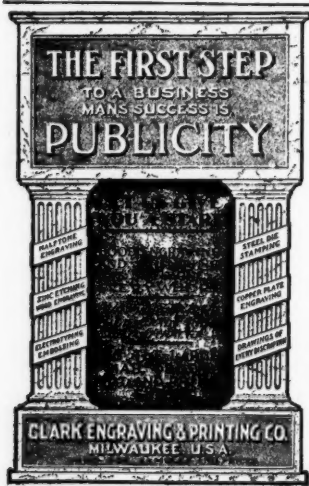
background, "I Don't Like Our Letterhead" must be a very common remark among its customers. Probably it does not do any such thing—when it has a letterhead job in hand it undoubtedly aims to produce a result combining clearness with artistic grace and beauty.

There are some advertisers, however, who are firm in the belief that anything that is a heavy black is necessarily sure to be seen and read. It is generally

seen without any doubt, but the reading is another matter. Isn't it hard enough to get people to read advertising anyway, without throwing every possible obstacle in the way?

The Clark Engraving and Printing Company offers the design shown here as an example of its work. It appears in the *Business Man's Magazine*, and as a bid, for business, of course, its appearance must be relied upon to create a favorable impression.

It would be hard to say what



element of attractiveness or strength is to be found in it. It certainly cannot be called artistic, and it is marred by a certain dimness and lack of contrast, which make it weak and ineffective.

The peculiar advertisement of the Underwood Typewriter is hand-made. It is useless to deny that it is a very carefully and finely executed piece of work. It looks almost as if it were set up in type. It took a long time to do it, and it was hard work.

One would be inclined to admire it if it were not for the

troublesome question—What was it ever done for? This form of advertising is a hundred years old. It wasn't very good when

it was new and it doesn't improve with age.

The Rock Island advertisement shown here is distinctly good. It is appropriate, well balanced and

JOHN DEBAUTLER, Pres. Nat. Exp., Rock Island-Prairie Lines, Chicago or St. Louis.

interesting. The picture suggests the story which the copy tells and the text must prove alluring to the man who wishes to better his condition.

EXTENSIVE CAMPAIGN BEGUN IN FARM PAPERS.

Beginning January 1st, the Studebaker Bros. Mfg Co. launched a line of farm wagon advertising in leading agricultural papers all over the country.

Copy will appear each month in the monthly publications and every two weeks in the weekly papers and will run until June.

"See the Studebaker Dealer" is the keynote of every advertisement and convincing arguments are given as to why the "Studebaker" should be the choice of the man who contemplates the purchase of a wagon.—*The Studebaker.*

QUERY.

New York, Jan. 21, 1908.

Editor of PRINTERS' INK:

I submit the following question for your expert consideration; if a man ate too much Egg-O-See would it be fair to say that he had a case of "Exaggerated Ego"—See?

Very truly yours,

EDWARD A. GREENE.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (30 lines) for each insertion. \$0.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

AGENTS wanted to sell ad novelties; 2% com. 3 samples, 10c. J. C. KENTON, Owego, N.Y.

GOOD editorial writer wants employment, 1 space work or salary. Address "P. C. BOX 23," New Brighton, N.Y.

ILLUSTRATED FARM SERVICE for dailies. 1 Page made or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AN ADVERTISING MANAGER, employed by a large establishment, wants to write copy regularly for a limited number of advertisers. Address "APPLETON," care Printers' Ink.

ADVERTISING MAN wants position. Nine years' experience N.Y. Advertising Agency and trade paper. Piece work written and illustrated. WOLFORD, 110 S. 5th St., Newark, N. J.

AGENTS WANTED

for our 300 household articles. Great opportunity. Fast sellers. Established in 1879. W. W. GAVITT CO., Topeka, Kansas.

WE sell your brains. Twelve offices, serving 35,000 employers. Openings for Newspaper, Magazine and Advertising men in all branches. Write or call nearest office. HAPGOODS, 306 Broadway, New York, or 1010 Hartford Building, Chicago.

WE WANT REPORTERS, with experience, news sense and good appearance. Pay, \$10 to \$15. Also want typewriter operators and cylinder pressmen. Booklet No. 7 in free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—Capable man to act as Assistant Circulation Manager on a weekly and monthly farm publication. Young man who has had experience on publications of this class preferred. Address, stating salary expected and giving references, "CIRCULATION MANAGER," care Printers' Ink.

"ADVERTISERS' MAGAZINE" should be read by every advertiser and Mail-order dealer. Best "Ad School" in existence. Triest subscription, 10c. Sample copy free. ADVERTISERS' MAGAZINE, 815 Grand, Kansas City, Mo.

WANTED—Permanent position as Western Advertising Representative for leading mail-order publication; age 33. Have had several years' experience with one of the largest and most successful Advertising Agencies in the West. Address JAMES R. LAMBERT, care General Delivery, Chicago, Ill.

WANT POSITION—Business manager or advertising of good news or trade paper. Am now in charge of the branch office for largest trade paper of its class. Experienced in newspaper business and good ad getter. Let's investigate each other. Understand publishing business, too. Address "P. W.," Printers' Ink.

ADVERTISING Solicitor (display) or classified manager, age 35 years, married, desires change. Thoroughly familiar with inside details as well as street duties. Presently assistant manager, large daily. An interview will convince you that I am O. K. and can make good. No particular location. Highest credentials. Compensation \$25.00 Address, VICKAR, 3063 Adams St., Philadelphia

ADVERTISING MANAGER wants position; 28 years old. Married. Ten years' experience. Seven with National Cash Register Co., four with present firm—large manufacturers selling to jobbers and retail trade, and engaged in successful magazine, newspaper and outdoor advertising. Understands technical details. Writes copy that pulls. \$3,000. Box "C.," Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISING NOVELTIES.

EVERY conceivable kind, from all manufacturers. E. W. FRENCH CO., 1 Beekman St., opposite Postoffice, New York.

Advertising Novelties Wanted

Our Novelty Department wants samples of New Advertising Articles on which we can secure good prices and exclusive rights. Correspondence solicited.

The Desbarats Advertising Agency, Ltd. Suite 50, 42 Victoria Square, Montreal, Canada.

NAMES FOR SALE.

COMPILED three months ago, sixty thousand names and addresses of men residing within two miles of New York City. Typewritten and absolutely bona fide. 25 cents per hundred. An approximation can be made of social conditions if agreed upon.

ROOM 217, 76 Montgomery St., Jersey City, N. J.

LETTERS HEAD CUTS.

IF YOU are in the market for a striking Letter Head Cut send data for sketch. High-grade work; lowest prices.

F. C. ORMSBY, ENG., Meta Bldg., 1110 F St., Washington, D. C.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits (cloth and gold). Price \$2.50 prepaid. THE PRINTING & PUBLISHING CO., 19 Spruce St., New York.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

NEWSPAPER HALF-TONES.

\$25. 75c.; 32x, \$1.; 42x, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. F. O. Box 816, Philadelphia, Pa.

ADVERTISING MEDIA.

THE Troy (Ohio) RECORD prints to exceed 1,300 copies each issue, all going to bona fide subscribers paying from \$3 (country) to \$5.20 (town) a year. This in face of outside \$1 to \$1.50 a year dailies shows that the RECORD's clientele prefer it to any other and proves its value to advertisers. Minimum rate 4c.; plates, n. r. m., without extra charge.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98 Cuba, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

MANUFACTURERS seeking trade should consider Jamaica. Particulars from IVANHOE DOWDEN, Kingston, Jamaica.

THE INLAND ADVERTISING AGENCY, 1029 Tribune Building, New York. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Proprietor. Est. 1877. Booklet.

BOOKLETS.

BANKERS. We have a booklet for Banks that should interest every Bank President and Cashier. They cost: \$50, \$20; 1,000, \$25; 1,500, \$30; 2,000, \$35; 2,500, \$40; 5,000, \$65. Free sample to Banks only. Printers' Ink Press, 45 Rose Street, New York.

THE MAN WHO WILL IS THE MAN WHO CAN

THADDEUS DAVIDS CO., 127 William St., New York. ESTABLISHED 1825.

COIN MAILER.
\$2.60 PER 1,000. For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list, price illustrated catalogue (20¢) greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

PATENTS.

PATENTS that PROTECT

Our 4 books for inventors mailed on receipt of 6 cts. stamps. H. S. & A. B. LACEY, Washington, D. C. Estab. 1865.

SUPPLIES.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. use it exclusively in 16 factories. Sample free. REINOLD'S PASTE DEPARTMENT, Rector Building, Chicago.

FOR SALE.

AN advertising course, by Page-Davis, cheap for cash or exchange for a quick lens camera. A. E. GREEN, Morgan Park, Ill.

WELL-ESTABLISHED, paying, exclusive newspaper and printing plant in city of 4,000 population, in celebrated valley of Virginia, must be sold for private reasons. Address "B. V.," Printers' Ink.

WELL-ESTABLISHED, high-grade agricultural and general stock magazine. Will take at least \$5,000 cash to handle. A great bargain for quick deal.

Address "S. S.," care Printers' Ink.

\$6,000 CASH WILL SECURE two thirds interest in \$15,000 newspaper and job printing business in New England city of over 10,000 people. Balance deferred. Owner ready to retain part interest. Up-to-date equipment. All communications confidential. NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

PUBLISHING BUSINESS OPPORTUNITIES.

RIGHT NOW there are open Three big trade paper opportunities Where real fields are unoccupied, Where a party can get in right. Investor should have \$25,000 to \$100,000 cash And good business ability. Technical knowledge necessary.

EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

NEW PUBLICATIONS.

THE TICKER—A Magazine for Speculators and Investors. Money-making ideas and methods. Sample, 25c.; 4 months, \$1. TICKER PUB. CO., 317 Wall-Exchange Bldg., New York.

PAPER

BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.

send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; do good show card work. This book contains much information of great value to advertisers.

—1908— McKittrick's Directory of Advertisers

McKittrick's Directory of Advertisers for 1908 is now ready. It is the best edition that has yet appeared and contains over 12,000 prominent general advertisers scattered all over the country. Quarterly supplements are issued. It has a complete list of Automobile Manufacturers and dealers in Automobile Accessories in the United States. Also a list of about 2,000 trade-mark articles and also one of the general Advertising Agents.

Above all the Directory gives the name of the man in each concern who hands out the contracts for advertising and the agency through whom the business is placed.

All information is obtained by personal call on each advertiser. Send for prospectus.

George McKittrick & Company

108 Fulton Street, New York, N. Y.

Worth 100 Dollars Price 10 Cents.

I HAVE written a little book entitled "*Newspapers as Advertising Mediums.*"

Several competent judges who have no reason to want to "jolly" me say that this is really the best thing of the kind ever written. Every newspaper publisher, every newspaper advertising solicitor, every advertiser, especially every general advertiser and every advertising agent ought to read it carefully. The chapter on "Concentration" is alone worth one hundred dollars.

Send me a dime or five two-cent stamps and get a copy by return mail.

F. JAMES GIBSON,
Times Bldg., New York City.

Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

Standard Index Card Co.

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes with tips colored or transparent, plain or printed as desired.
Address

701-709 Arch Street, Philadelphia, Pa.

TWO LIVE ONES

WICHITA DAILY LIVE STOCK JOURNAL

The Only Daily Live-Stock Paper in Kansas—the Official Live-Stock Market Paper of the Great Southwest. Reach the desired class direct through the right medium.

Rates: the agate line, 10c.

Agricultural Southwest

The acknowledged favorite in Kansas, Oklahoma, Texas, Arizona, Colorado and New Mexico. A "Live" Weekly—the farmer "can't lay it down." All the news and all the ads.

Rates: the agate line, 10c.

**SOLE REPRESENTATIVES
CHAS. WILLARD MYERS
ADVERTISING AGENCY
WICHITA, KANS.**

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements. Ideas for window cards or circulars, and any other suggestions for bettering this department.

Moose Jaw, Sask.
Editor Ready Made Department:

DEAR SIR—Perhaps this is a little out of your line, but as letter-heads have a lot to do with advertising a firm, would be pleased if you would give an opinion of the enclosed rough draft. The impression desired to give the customer is that the agent has been in the district a long time, therefore well-known and reliable; that he specializes on certain lines; that he gives the work his personal attention; that he knows his business, and acts promptly and carefully and is up-to-date. Does this letter-head say too much, and how would it impress the stranger? Could anything be added or taken away to advantage? Another point I thought of bringing up was this: With large firms, they usually have a rubber-stamp for signing letters, the writer endorsing "Per". In this case Mr. Law's signature might look a little bare at the bottom of a

fact the general impression that one gets of a business, from the letterhead is determined quite as much by the quality of paper and printing and the typographical arrangement, as by the printed message it carries. It seems to me that when a letterhead has indicated the name and address of the firm and the nature of the business, it has done all that should be expected of it, and that anything further is more likely to distract attention from the message itself than to add anything worth while. For instance, in the wording of the letterhead suggested by Mr. Manley, which appears something like this

Over 20 Years in the District.

PERSONAL ATTENTION GIVEN
TO THE HANDLING OF HOUSE
PROPERTIES, CHOICE FARM
LANDS, CITY AND SUB-DIV-
ISION LOTS.

ELI LAW,

REAL ESTATE AGENT,

ALL BRANCHES OF THE REAL
ESTATE BUSINESS CONDUCTED,
PROMPTLY AND CAREFULLY
BY UP-TO-DATE METHODS.

MOOSE JAW, SASK., _____ 190

typewritten communication. How would it do for him to use a stamp something like the following?

.....
MOOSE JAW'S LIVE REAL ESTATE AGENT.

This would allow Mr. Law to sign upon the dotted line. Do you consider this advisable in business correspondence? Would it impress the reader that Mr. Law was a real hustler or would it look like "too much of a good thing?"

Trusting to receive your valued opinion on the above, I am,
Yours truly,
(Signed) RALPH MANLEY.

The letterhead is a real problem, and, in a way, a separate and distinct problem with each business. Personally, I do not believe in making the letterhead a vehicle for advertising, except to the extent that it must be in order to indicate the nature of the business. As a matter of

there seems to be much that is superfluous. The matter at the left, beginning "Personal attention," etc., while, perhaps, helping to balance the head as a whole, is surely embraced in the brief statement at the right. And that, too, seems unnecessary, in view of the fact that in towns and small cities, it is generally taken for granted that a real estate agent handles "All branches" of the business. "Over 20 Years in the District" will, perhaps, mean more to a stranger than all the rest, for that is, in a way, a guarantee of business honesty. It is a question, whether that line would not better follow the dotted line for signature, in which position it would be the last thing to be seen and therefore more likely to be remembered, and in

close association with the name. I see no objection to the phrase "Moose Jaw's Live Real Estate Agent," except that it is a statement that any agent could make with some degree of truth, while the other claim does signify and can be made only by the agent who has sat on that particular job for the period named.

Appetizing. From the Washington Star.

Krafft's Famous Reception Rolls

are just the thing to serve with salads, cocoa, coffee, etc. They're light, inviting and delicious. Have us send you a supply whenever you entertain at tea or luncheon. Price, 12c. doz.

Hart's Ideal Brown Bread, price, 6c. loaf, delivered.

KRAFFT'S BAKERY,
Cor. 18th St. and Pa. Ave.,
Washington, D. C.

It Is Often a Good Idea to Suggest Certain Uses, Even for Things In Very Common Use. From the Spokane (Wash.) Spokesman-Review.

A Solid Oak Study Table

Worth Usually \$3.75; Tuesday, \$2.95

Pupils who have lessons to prepare at home usually complain because they have no suitable desk or table. A small, light, well-made table, something that looks good, is just about what the pupils want.

This study table is built of oak-finished golden; top measures two feet wide and three feet long; legs are fluted and securely bolted to strong oak cross-pieces. Table is strong, and not too large; just about the size required by students.

We are selling this solid oak table at a saving of 80c.; worth \$3.75; for today, \$2.95.

One to a Customer.
Buy Now—Pay Later.
All the Credit You Want.
Your home furnished complete.

THE GROTE-RANKIN
COMPANY,

Spokane, Seattle,
Washington.

Good Use of Small Space. From the Washington (D. C.) Star.

These Are the Times

That Try Tin Roofs.

We make and repair everything in tin, galvanized iron and copper, soldering, riveting and reinforcing our gutters, spouting, cornices and skylights.

ERNEST GICHNER,
1214-16 D. St. N. W.,
Washington, D. C.
'Phone Main 4370.

Appeals to a Specific Class, and One Limited in Number. From the Des Moines (Ia.) Capital.

The Latch-String is Out This Week to Theatrical People.

Visit our gallery this week during your stay in Des Moines and inspect our large line of samples. Our Mr. Webster is an expert in the art of posing—the fact is you'll not find his equal anywhere on your itinerary.

Professional prices prevail.

WEBSTER,
312-314 Sixth Avenue,
Des Moines, Ia.

A Good and Timely Suggestion that Ought to Sell Photo Supplies. From the Indianapolis News.

If They Gave You a Camera.

If a camera was given you for Christmas, come to us for any information or any supplies you may need. We deal in all cameras.

BE READY WHEN THE HEAVY SNOW COMES.

This is a bit of advice to old and new camera users. Those sudden, heavy, picturesque snows are rich in picture-taking possibilities. The man with the loaded camera is the only one that can get them. You can't tell when they are coming. Don't be without films.

THE H. LIEBER CO.,
24 W. Washington Street,
Indianapolis, Ind.

Camera Albums—A good time now to stow away prints in them.

ALEXANDER D. WALTER,
E. and Sixth Streets,
OAKMONT, Pa.

Editor Ready Made Department:

DEAR SIR—Enclosed is an ad which we had in a weekly trade paper, on which I would appreciate your criticism. The object of this ad, which is one of a series we run in two weekly trade papers, is to induce dealers to handle our goods. You will, doubtless, think the cut inappropriate. I use it as these papers are filled with cuts of ceiling plates—not one of which can illustrate a single point. We also use a cut showing how the plates are locked together.

I noticed a criticism lately in the Commercial Art Department of one of our competitor's ads. Yours truly,
(Signed) ALEXANDER D. WALTER.

While it is the purpose of this department to deal only with retail advertising, it may be that the criticisms that seem in order on this ad will apply, in part at least, to some of the advertising done by retailers. First of all, I don't think the cut is relevant; anyhow I can see no connection between the robust damsel and metal ceilings, unless the folding frame for photographs held in her right hand is intended to look like a section of ceiling, which I judge is not the case. It seems to me that this ad contains some good arguments—that in presenting to the dealer the arguments for use on his prospective customers it argues most effectively with him. But the lock joint is certainly a feature that would lend itself to the purpose of illustrating, and is worth making a picture of, even though it is not radically different from the joints on other ceilings. It would also be worth while, no doubt, to show a ceiling partly covered with metal, the exposed or uncovered portion showing holes or cracks in the plaster, with, perhaps, a few pieces of plaster obeying the law of gravity. Still another picture might show a ceiling of matched boards, partly covered with the metal ceiling and the remainder showing cracks where the boards have pulled apart, from which is descending a cloud of dust. It would seem that illustrations of this sort would give the dealer or sheet metal worker something to show his prospective

customers, as well as something to tell him. But I am inclined to think that a picture showing the lock joint, with the four nails in evidence, alongside a picture showing the lap joint and the greater number of nails necessary to hold it in place would be quite effective, so far as the relative merits of the two kinds are concerned. There is too much matter in the ad. It might be better

Do Metal Ceilings Pay You?

JUST A HINT

You do sheet metal work? Why not figure on metal ceilings for your customers? There's a good profit in it for you; more than on most of your outside work.

Surely there are buildings in your town (perhaps your neighbor's store) where a new ceiling is badly needed. Couldn't you tell him of the advantages of steel ceiling? How plaster may crack and fall? He'll appreciate this truth if he's ever had that unpleasant experience. Tell him how metal ceiling can be put on over the old, falling plaster: how the metal ceiling will hold and withstand any amount of jarring in the building, and dampness, too. How it is a fire retardant and how artistic it is, and the choice of the many beautiful designs he has. Just mention how a wood ceiling will shrink, warp, and the seams pull open and allow dust and dirt to come through. You know how metal ceilings overcome this objection.

Then when you have explained all that clearly to him tell him of the Lock-Joint Metal Ceiling, how the joints are locked, so that should the building settle a little or the joints shrink that's a good point; explain how the joints are locked, so that they cannot pull open even if this settling or shrinking should happen. You know Lock-Joint is absolutely dust proof and air tight.

Then, too, Lock-Joint Metal Ceilings are far easier to erect than the Lap-Joint. You put only four (4) nails to a plate, and no cross stripping is necessary with the Lock-Joint. You see that's a big saving. Just figure it out.

Perhaps you have an idea that metal ceilings are difficult to erect. Really, you could not conceive of anything of the sheet metal but more easily erected than a metal ceiling. This is especially true of the Lock-Joint Ceiling. With this construction, started right, you simply cannot go wrong and with our simple working drawings, you could not help but start right.

Now, just mention to some owner where Metal Ceiling might be needed—either old or new building, and we'll give you our figures right off for the cost of the material, or either the Lock or Lap-Joint. Add to this the cost of your time for erecting, plus your profit, make it a good profit, too, and you can give your man your price for his ceiling.

Oh, and if you don't lead, some good orders, we are very much interested. Make the advantage of metal ceiling, and especially of the Lock-Joint, clear and perfectly understood and you are bound to win out.

Others have done and are doing it to their own profit. Why not you? But whether it comes when you'll be glad to work without.

But, just a moment! Perhaps you haven't seen Ceiling "B"? Well, then send for it at once. And don't be afraid to ask questions. Ask us all you want. We are glad of the opportunity to answer them and to get acquainted with you.

We don't need to tell you we will help you sell all the Ceilings and make all the profit you can. It's no secret with us.

Remember, Ceiling "B" is waiting for you.

S. Reighley Metal Ceiling & Mfg. Co.
PITTSBURGH, P.A.

Washington, D. C. Baltimore, Md. New York, N. Y. Boston, Mass.



to make two ads of the material in this one, the second to contain the details as to the two kinds of joints, and then have a booklet to send interested dealers, going still more into details, showing different designs, giving prices and approximate figures as to the dealer's profits. The cut

which, like this one, does no more than attract attention, does only a small part of the work that a cut should do.

*What You Get for What You Pay.
From the Houston (Tex.) Post.*

A Delivery Wagon at \$42.50.

With wing-boards on body, full length cross springs, 1-inch Sarven's Patent hickory wheels, with steel tires, bolted between each spoke, a very desirable cheap wagon for butcher or grocer. Our price \$42.50.

Long Body Road Wagons, for solicitors, light delivery for the working man, plenty of room for a sack of feed, ice, etc., \$45.

The other kinds, too, at \$56.50, \$60, \$65 and up to the panel top Parcel Wagons at \$165.

MOSEHART & KELLER
COMPANY,

Cor. Franklin and Caroline,
Houston, Tex.

*Will Any Hostess Allow Herself to be
Excluded from the "Best Informed"
Class When These Serving Glasses
Will Let Her In? From the Wash-
ington Star.*

Grape Fruit Serving Glasses.

Many of the best-informed hostesses now consider Grape Fruit Serving Glasses a necessary adjunct to the properly appointed table.

These glasses are made in two parts—an inner bowl for the fruit and an outer bowl for holding crushed ice.

Shown in plain crystal as well as numerous exquisitely cut and rich gold-decorated effects.

These glasses can be made even more distinctive by the addition of etched or gold monograms, which we execute to order.

Pottery, Porcelain, China, Glass, Silver, etc.

DULIN & MARTIN CO.,
1215 F & 1214-18 G St.,
Washington, D. C.

*Winding Clocks By Contract. From
the Philadelphia Bulletin.*

Winding Clocks

is perhaps a bother to you. We will send a careful and trustworthy man once a week and save you the bother, at a moderate charge. Watches, Clocks, Diamonds, etc.

RIGGS & BRO.,
310 Market,
Philadelphia, Pa.

*Just Goods and Prices—from One Cor-
ner of a Large Ad in the Spokes-
man-Review, Spokane, Wash.*

Bedding.

Never too many blankets in the home. Better avail yourself of this sale.

Among the offerings is a lot of about 10 pairs white wool blankets that have been used as samples. They are somewhat rumpled and soiled; wearing qualities unimpaired; sold regularly at \$5 per pair, clean-up sale price, \$3.50.

About 10 pairs cotton robe blankets; suitable for couch covers, bed throws or bath-ropes.

These were sold regularly at \$3.75 per pair, sale price, per pair, \$2.50.

THE CRESCENT,
Spokane, Wash.

*For a Laundry. From the Trenton
(N. J.) Daily True American.*

There'll Come a Time

when you'll want better laundering than you get now (if you're not already getting Blakely work), and THEN we'll most likely have opportunity to show you why so many hundreds of Trenton women have preferred our laundering for so long.

Why not try us now and get the best work made possible by the use of up-to-date minute methods?

BLAKELY,
Trenton, N. J.
We Call for Bundles.

Second Annual Issue Of PRINTERS' INK To Schools.

THE issue of PRINTERS' INK, dated March 4th, will contain articles of an interesting and informing nature upon Educational Advertising. Copies of this issue will be mailed to a list of advertising and non-advertising schools especially compiled for PRINTERS' INK. The intention is to make this number so valuable that it will be preserved for reference.

A large amount of advertising from educational institutions is regularly sought after by many newspapers and periodicals, not chiefly because of the income which it brings, but because of the probability that papers carrying this advertising reach readers of a high grade of intelligence and of a large purchasing power.

Any publication which desires to secure the business of the schools will make no mistake in placing an advertisement in this issue. This is the time of year to tell schools why they need your help in filling the class-rooms next September.

Press Day, Feb. 26, 1908.

There will be no advance in the advertising rates, which are as follows:

Classified advertising: 20 cents a line. Display advertising: \$40 a page; \$20 a half page; \$10 a quarter page; \$3 a inch. If a specified position, selected by the advertiser is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices if payment accompanies the order and copy.

ADDRESS

PRINTERS' INK,

10 Spruce Street,

New York.